

**WILLIAMSBURG AREA TRANSIT AUTHORITY
REQUEST FOR PROPOSALS (RFP)
10-003
Design and Production of Marketing Brochures**

**PRE-PROPOSAL CONFERENCE
Questions and Answers**

ADDENDUM NO. 1

Date: November 30, 2009

This addendum is forwarded to provide answers to questions received at the Pre-Proposal Conference dated November 20, 2009. Please email either of the following WATA staff if you have any questions regarding this Addendum: Richard Drumwright at richardd@james-city.va.us
Lisa Judkins at lisaj@james-city.va.us

1. Will you be keeping the same format?

Answer: We prefer that the brochures remain the current size so they can be mailed in a standard #10 envelope, as well as fit in the holders on the buses and trolleys.

2. When you have a request for mailing, are they always mailed?

Answer: Yes. Most mailing requests come from individuals or other persons who ask for small quantities.

3. How many individual mailings are made per year?

Answer: WATA rarely sends brochures by bulk mail. Therefore, there are no plans at this time for the brochure design to include a place on which to affix or print an address label.

4. Will digital files be available for our use?

Answer: Any non-proprietary digital files available to WATA will be accessible to the Contractor.

5. Will picture files be available for our use?

Answer: Any non-proprietary photography files available to WATA will be accessible to the Contractor.

6. Will all photographs for the brochures be provided?

Answer: WATA will provide photographs from non-proprietary files. WATA would prefer the Contractor introduce some new photographs to the design of both brochures.

7. Do you have archives on past photographs? If so, will they be available for our use?

Answer: Any material, including photographs we have will be available for use. We will furnish photographs for which we have permissions to use.

8. I know the Howell group created the current brochure. Will those designs be available?

Answer: Non-proprietary digital files created by Howell Creative Group will be made available to the successful bidder.

9. Are the two brochures going to be split up? In other words, if a proposal is higher on the bus brochure but lower on the trolley brochure, will the two brochures be awarded separately?

Answer: No, the award will be made as one project which includes both brochures.

10. Will the project be awarded to the lowest bidder?

Answer: No, price alone will not determine the award. Refer to the criteria specified in the RFP (Section IX., *Evaluation Criteria and Selection Process*, page 6).

11. What is the first projected use date?

Answer: We will require these brochures relatively quickly after the project is awarded. We plan to present our recommendation to Williamsburg Area Transit Authority's Board of Directors in February 2010.

12. Are the brochure measurements correct? Do you want to use the Trolley brochure measurements that are contained in the RFP or the size of the brochure itself?

Answer: The measurements specified in the RFP for Brochure One - WATA Bus are correct [Attachment E, *Scope of Services*, Section IV.A.(i)1.,2.]. The measurements specified in the RFP for Brochure 2 - Williamsburg Trolley are INCORRECT. [Attachment E, *Scope of Services*, Section IV.B.(i)1.,2.]. The following measurements are correct:

- a. 9" x 12" format, unfolded size
- b. Tri-fold, 4" x 9" folded size

13. What type of software are the available files in?

Answer: The overall brochures are in Adobe In-Design files. The image collages of area attractions are in Photo Shop. Individual photos are in Adobe Illustrator files.

14. Will we be getting a list of those who attended the Pre-Proposal Conference today? And, also those to whom the RFP was sent?

Answer: We will provide a list of those attending the Pre-Proposal meeting as well as those to whom the RFP was sent.

15. When you join eVA, will all proposals be based on low bid?

Answer: No, we will continue to issue RFPs which are not based on low bid. We will also post IFBs (Invitation for Bids) which are awarded to the lowest bidder.

16. Will evaluation points be given to DBE companies?

Answer: Please refer to page 6 of the RFP, Section IX. *Evaluation Criteria and Selection Process*, item F. "Inclusion of work performed by Disadvantaged Business Enterprise (DBE) as defined by the Federal Transit Authority (5 points)." WATA strictly adheres to Federal and State (SWaM) guidelines.

This Addendum is a part of the Request for Proposals and Contract Documents.

ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

Distribution:

All recorded holders of RFP

G. Cosman, WATA

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