



ATTACHMENT E

Scope of Services

WILLIAMSBURG AREA TRANSIT AUTHORITY

REQUEST FOR PROPOSAL 10-003

WATA is seeking the services of an experienced firm to design, produce and print two (2) marketing brochures, both of which would feature maps with color-coded bus routes, schedules and points of interest.

CONTRACTOR'S RESPONSIBILITIES

The Contractor's responsibility is to provide and perform the following as necessary, appropriate, and convenient to produce marketing brochures as outlined in this agreement.

I. Workmanship

- A. The Contractor shall ensure that all work is completed in a satisfactory, efficient and workmanlike manner, utilizing high quality standards.
- B. All composition must be neat and produce a clear, clean, sharp and even impression.
- C. The Contractor shall provide turn-key services: design, printing, and delivery.
- D. The Contractor shall provide copywriting and proof reading services.
- E. Materials shall be returned if typesetting is incorrect, ink colors are inconsistent or trapping is not correct.
- F. The Contractor shall be responsible for corrections and revisions resulting from his/her own errors or misunderstandings.

II. Design and Content

- A. The Contractor shall design the brochures in such a manner as to easily fold and unfold.
- B. The Contractor shall provide photos of area attractions (see Attachment F – Points of Interest)
 - i. The Contractor may include icons for Points of Interest.
- C. The Contractor shall design the brochures to include a map of all major WATA bus (Brochure One) and trolley routes (Brochure Two).
 - i. The Contractor shall provide typesetting of the route schedules for each WATA bus (Brochure One) and trolley route (Brochure Two).

- ii. The Contractor shall design the route schedules to be user friendly and functional in concept.
 - iii. The Contractor shall design the maps to scale.
- D. The Contractor shall design the brochures with the anticipation of standard shelf life with multiple print runs due to schedule revisions or changes, at least once annually.
- E. The Contractor shall design the brochures so as to anticipate and incorporate advertising spaces. Such advertising shall be provided by Williamsburg Area Transit Authority at a later date.

III. Approvals

- A. The Contractor shall participate in concept meetings with the WATA Executive Director, or designee and WATA marketing personnel prior to beginning the project and after the concept has been developed in draft form.
- B. The Contractor shall provide a timeline and feedback for project completion. Upon approval by WATA, the Contractor may begin work.
- C. The Contractor shall provide proofs of all graphic design work to WATA for approval.
- D. The Contractor shall provide final proofs with content to WATA for approval of final design.

IV. Brochure Requirements

A. Brochure One – WATA BUS

- (i) Size
 - 1. 16" x 27" format, unfolded size
 - 2. Twelve-fold, 4" x 9" folded size
 - 3. When folded, brochure can be easily mailed in standard #10 envelope
- (ii) Paper
 - 1. Full color bleed printed on white
 - 2. 100 lb. coated gloss
 - 3. Text weight stock or better

B. Brochure Two – WILLIAMSBURG TROLLEY

- (i) Size
 - 1. 8" x 11" format, unfolded size
 - 2. Three-fold, 3.33" x 8.5" folded size
 - 3. When folded, brochure can be easily mailed in standard #10 envelope
- (ii) Paper
 - 1. Full color bleed printed on white
 - 2. 100 lb. coated gloss
 - 3. Text weight stock or better

V. Printing

- A. The Contractor shall provide printing management services.
- B. The Contractor shall analyze each four-color subject and make separations individually.
- C. The Contractor shall provide for color correction, dot etching, etc., in order to achieve top-quality production from each separation made.

- D. The Contractor shall use Class 1-Critical Quality Printing for four-color process printing where critical color matches are necessary or where engraving and/or embossing are required. The Contractor shall consider these typical examples: matching artist's original paintings or sculptures, or product colors so that they represent true colors or materials used in creating the originals; or reproduction of medical slides where true color may be critical. This is a step above "pleasing colors." The Contractor shall use this same critical quality in finishing and bindery operations, if applicable.
- E. The Contractor shall use Class 1-Excellent Quality Printing (one color or multiple color jobs) when good clean, crisp reproduction is required. One color or multiple color jobs may be classified as "Class 1." Four-color process subjects shall have pleasing color matches with good skin tones; some color correction may be necessary. PMS color matches may be required. Very fine lines and drawings may be required. Duotones or gradients may be required. Normally halftones or screens will require 133, 150 or 177 line screens. There is to be large reverse areas, and/or large solid areas where good even ink coverage is necessary. Because of the overall design, very accurate registration is required. Camera ready copy is generally furnished. Metallic inks may be used. Finishing and bindery operations shall be of the same excellent quality.

VI. Estimated Quantities

The estimated usage is expressly agreed to be an estimate only, and nothing herein shall bind the Owner to purchase any specified amount. It is also further understood that WATA shall not be obligated to purchase or pay for any product covered unless and until ordered and received by WATA.

- A. The Offeror should include the following in his/her proposal.
 - 1. Proposal should include production/printing costs for the following quantities:
 - a. 5,000
 - b. 10,000
 - c. 15,000
 - 2. Proposal should include costs for optional reorder quantities for various print runs:
 - a. 5,000
 - b. 10,000
 - c. 15,000

VII. Ownership of Printing Materials

All artwork, digital files, camera-ready copy, negative, dies, photos, and similar materials used to produce the brochure shall become the property of Williamsburg Area Transit Authority. Any furnished materials shall remain the property of Williamsburg Area Transit Authority. All such items and materials shall be delivered to Williamsburg Area Transportation, in usable condition after completion of the work, and prior to submission of the invoice for payment.

VIII. Contract Terms

The initial term of the contract shall be for three (3) years, commencing on or about February 1, 2010, after approval and execution of the contract documents. The contract may be renewed, at the sole option of WATA, for three (3) additional years, one year at a time, based upon performance and available funds under the terms and conditions of the original contract. Continuation of the contract

shall be subject to allocation of funds for the work by the WATA Board of Directors, a Contract Change Order, to be signed by both parties, will be used for contract renewals.

All pricing shall remain firm against any increase for a minimum of one (1) year from the effective date of the contract. All future requests for a price increase may be submitted to WATA after the first year for consideration. Any requested price increase will be subject to negotiation between the parties and shall not exceed the increase or decrease of the Consumer Price Index (CPI) (U) for the region. Any price increase request shall be submitted ninety (90) days prior to the contract anniversary date to allow processing and shall be substantiated with cause and/or reason. Any price increase accepted by WATA will be effective on the anniversary date of the contract.