

AC Transit System Map and Regional Map

Addenda Number 1 dated March 5, 2020

The Alameda-Contra Costa Transit District herewith issues this **Addenda No. 1** to the above-referenced Request For Quotes (RFQ). Except as modified below, all other terms and conditions remain in effect.

1. How will proposals be evaluated?

Although these are separate projects, they are similar enough that the criteria for both procurements are the same.

1. Technical skills of firm – candidate's qualifications and experience in preparing products of the type envisioned by this contract. (45%)
2. Past performance – references to contract engagements with other customers with similar products. (10%)
3. Cost (45%)

2. It is always helpful to be aware of even ballpark budgets for this type of work to assess expectations. Any advice on AC Transit's budget for Scopes 1 and 2 would be greatly appreciated.

The budget cannot be provided for this procurement.

3. We are aware of the above opportunity that we are working hard to respond to. However, I notice that the period for responses is very short at only 8 working days. In order that we can respond to the two scopes of work, I would like to ask if it would be possible to extend the submission deadline to represent at least two working weeks which is the minimum normally allowed.

The deadline for the above procurement cannot be extended.

4. How much support will be available to the project team from the client team? Will a project manager be assigned?

Aaron Priven, Service Information Administrator. AC Transit will be the project manager and will be available to the contractor to collaborate on those areas that require it as well as answer any questions that may come up.

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5. Can you provide any further details about the function of the map and how/where it will be used?

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The purpose for the AC Transit System Map is fully detailed in Chapter 5 of the 2016 Map Assessment Report, available on the Internet at <http://www.actransit.org/2016-map-assessment-report/>. The most important purpose is that it allows “for discovery and the development of network awareness, in which people notice where transit goes, what kinds of services are offered, and how they relate to the city” or cities in which they operate. It also provides a way of helping plan multi-destination trips, serves as a supplement to computerized trip planning, and helps members of the public see where AC Transit has its services so they can align their services or investments to match. Although that document only discussed what we have termed the shared and AC Transit layers of the map, the purpose of the regional layers is similar, except that it has more information about other transit operators in Alameda and Contra Costa Counties and is not as specific to AC Transit. Printed copies of the map will be distributed to the public, and segments of the map artwork will be selected for posting in locations around the District.

6. Will the map be used in printed form, and/or displayed externally?

It will be both used in printed form and displayed externally.

7. If displayed externally, what (if any) are the location specific requirements?

It is not foreseen that the map would be used in full on any one external display, but that segments of the map artwork will be used in many different spaces of varying sizes: small segments on small signs, larger segments on large signs. We require that the artwork be provided to us in a way that AC Transit staff can include segments of it in the documents that we post. Other than providing editable artwork in Adobe Illustrator form, it is not foreseen that the contractor would have to meet any specific requirements for external display.

8. Is the 25.5 x 38-inch size a standard display size? ie within shelter?)

That size was chosen as a sheet size that commonly used commercial printing presses could print on, even with a full bleed. There is nothing special about this specific size.

9. Will all the layers specified be displayed at the same size?

The map should be designed so that all the layers are displayable at the same size. AC Transit staff may enlarge or reduce the result but there is no expectation that the contractor would adjust the map for this purpose.

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10. What accessibility standards should be followed?

We do not believe that any specific accessibility standards apply, since ADA Architectural Guidelines make it clear that the regulations do not apply to maps and schedules that are posted. We are committed to making the map usable by those with no or limited color vision and that the map has significant contrast, and that we can print segments of the map in larger sizes should that be required.

11. Is it possible the map could be simplified (from accurate geography) to enhance legibility?

It is a *requirement* that the map is simplified from accurate geography to enhance legibility. However, it should not be so divorced from geography as to make it difficult to understand the relative geographic relationship between the features shown. The map enclosed in the scope of work, which was created as part of the 2016 map assessment, is representative of what we seek.

12. Has there been any user research to inform this design approach?

The user research we have conducted is available in the 2016 Map Assessment Report, available on the Internet at <http://www.actransit.org/2016-map-assessment-report/>

13. Will the features listed (for inclusion on the map) be provided by the client?

For those parts of the map within the AC Transit district, it is expected that all features are shown on the existing AC Transit map, although those will need to be pared down as part of creating the simplified map. Similarly, it is expected that features outside the AC Transit district would be sourced from the system maps of the relevant nearby agencies (WestCAT, County Connection, Wheels, Tri-Delta Transit). No *independent* research is expected.

Bay Area Regional Transit Connections Map

14. Can you provide any further details about the function of the map and how/where it will be used?

The map is intended to provide general information about transit lines that connect various parts of the region. It will be used to replace the Regional Transit Connections map on external displays around the region. It is intended as an

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interim solution; the Metropolitan Transportation Commission is currently conducting a much more thorough regional transit mapping and wayfinding project which may eventually replace this map.

15. Will the map be used in printed form, or displayed externally?

The map will be presented on signs in transit stations.

16. If displayed externally, what (if any) are the location specific requirements?

The contractor is not expected to adjust the map for any location specific requirements, as this is something that would be done by AC Transit staff after the map is complete. The requirement here is only to supply the artwork.

17. Is 11 x 17 inches the only size this map will be used at?

11x17 is a design size that we expect will be enlarged and reduced by AC Transit staff as needed.

18. Is it possible to supply all agency routes (or routes of 'regional importance') as shape files?

AC Transit does not have access to shape files for all agency routes, although some information is available from Open 511 data at <https://511.org/open-data/transit>. In any event it is expected that the map would depart from geographic reality enough that shapefiles would be of limited utility. A schematic or diagrammatic approach is expected.

19. Has there been any user research to inform this design approach?

Not specifically. This is an interim solution until the regional transit mapping and wayfinding project, which includes user research, is complete.

20. Will the features (for inclusion on the map) be provided by the client?

Yes. The map is expected to be quite simple and schematic and so features, other than the transit lines listed, are expected to be quite minimal

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21. While writing I also note that the deliverables and timeline for Scope 1 "AC Transit System Map Scope" requires delivery of draft map and all shared layers by March 15th which seems impossible assuming award will take at least a week from bid submission. Could any amendment to extend submission dates also reconsider the timeline?

Updated Deliverables and timeline

All map artwork shall be created in Adobe Illustrator format and be provided in original (editable) form.

Deliverable		Proposed completion date
	(beginning of work)	April 1, 2020
1	A draft map with the shared (geographic) layers covering the AC Transit service area complete	April 30, 2020
2	Final draft of shared layers covering AC Transit service area, incorporating AC Transit comments	May 15, 2020
3	A draft set of AC Transit System Map layers added to the shared layers	June 15, 2020
4	Final draft of AC Transit System Map layers and shared layers, incorporating AC Transit comments	June 30, 2020
5	An InDesign document, with a final AC Transit system map suitable for printing, incorporating ancillary material from AC Transit	July 31, 2020
6	Draft of shared layers extended to the remainder of Alameda and Contra Costa counties	August 31, 2020
7	Final draft of entirety of shared layers, incorporating AC Transit comments	September 30, 2020
8	Draft of the Regional layers	October 30, 2020
9	Final draft of the regional layers, incorporating AC Transit comments	November 30, 2020
10	A draft set of AC Transit School map layers added to the map artwork	January 15, 2021
11	Final draft of AC Transit school map layers, incorporating AC Transit comments	February 15, 2021

END OF ADDENDA NO. 1