

Scope of Work for AC Transit System Map

The Alameda-Contra Costa Transit District is seeking to create a new system map for its service area and adjoining areas in Alameda and Contra Costa Counties. The map will be used to inform AC Transit riders of AC Transit's bus transit service, as well as the transit service of other public transit operators in the two counties.

There will be several sets of map layers. There will be a shared layer with geographic information and points of interest, and there will be several sets of transit system layers. One will show AC Transit's service. One will represent services from all area transit agencies. There will also be one for each of six schools, showing lines serving those schools.

Quality

It is understood that the best general practice shall be followed, and only materials and workmanship of the best standard quality shall be used. The District shall be the sole judge as to the comparative quality and suitability of alternative equipment, articles, material or process, and its decision shall be final.

Shared Layers

The map shall encompass Alameda County and Contra Costa County. In addition, there shall be several insets prepared. At roughly the same scale of the main map, insets should be prepared for the areas of San Mateo County, Santa Clara County and the City and County of San Francisco served by AC Transit lines 217, 800, M, and U, and Dumbarton Express lines DB and DB1. At a larger scale, there shall be insets of downtown Oakland, downtown Berkeley, and if needed, other areas where the transit routes are too complicated to follow at the normal scale.

The map will present a simplified geography, but one that is still broadly representational of the underlying geographic features. It should closely resemble the attached map of Berkeley (Figure 1), although north will be placed at the top, and elements of transit route symbology will change.

The following geographic features shall be shown and labeled:

- Major expanses of water features such as San Francisco Bay, Lake Merritt, Carquinez Strait, and Suisun Bay
- Freeways, major streets, and streets on which transit service operates
- Passenger rail lines and stations, ferry terminals, and other major transit centers
- Significant universities, colleges and adult schools
- Regional and state parks, and urban parks of substantial size (e.g., Cesar Chavez Park in Berkeley or Central Park in Fremont)
- Major landmarks, and other points that are used to highlight times on transit schedules
- Hospitals and major medical facilities

- City halls and major government facilities
- Clipper® customer service centers

The following features shall be shown with a symbol or area shade (but not labeled unless they are also major landmarks):

- Middle schools and high schools, other than very minor ones (both public and private)
- Shopping centers
- Libraries
- Senior centers
- Urban parks

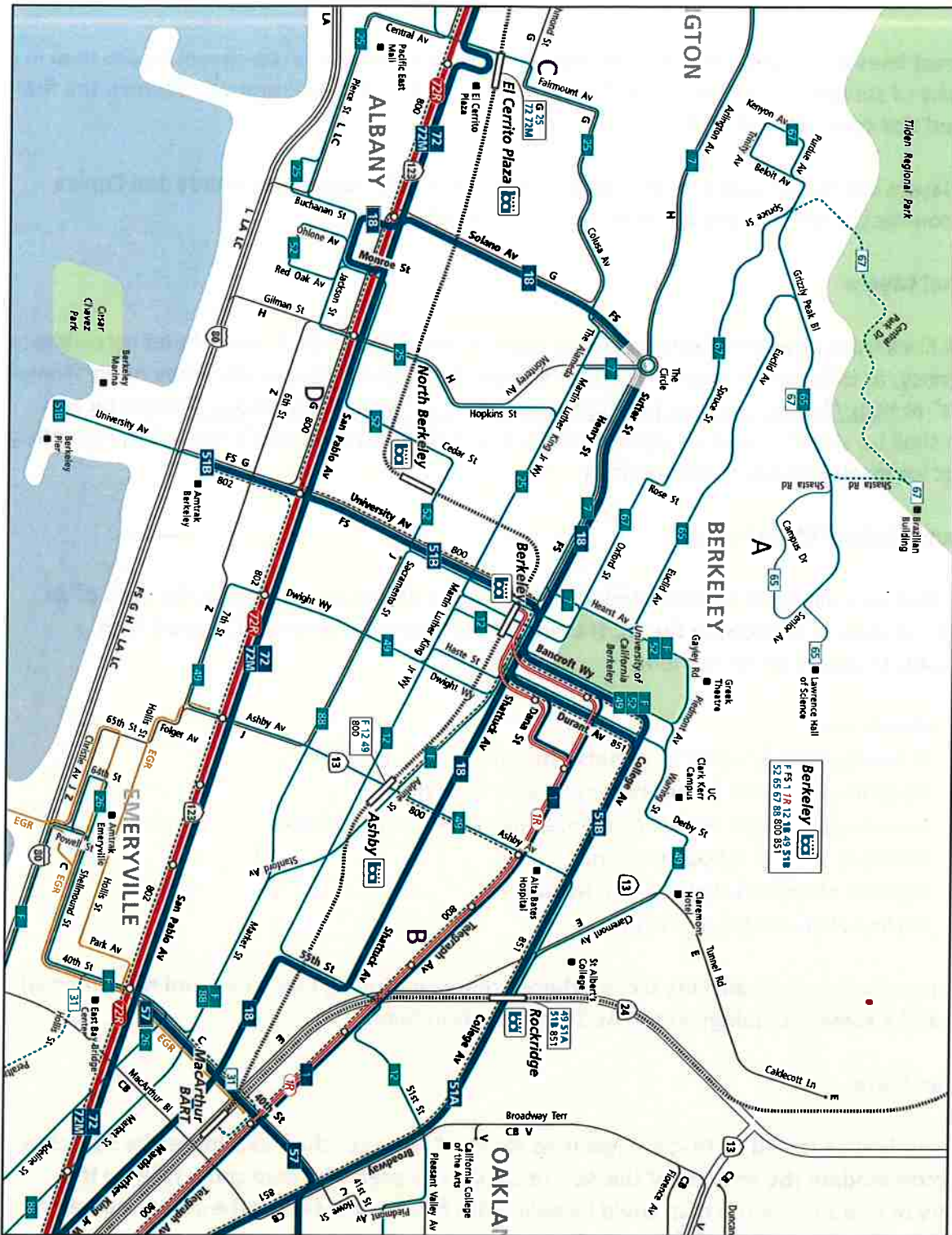


Figure 1. Berkeley sample map.

Colors and fonts shall be the ones developed for the Hub Signage Program.

AC Transit System Map Layers

AC Transit lines (other than minor ones such as 600-series lines) shall be shown on the map in a hierarchy of services. The precise symbology will be created in collaboration between the firm awarded this contract and AC Transit.

These layers will encompass the AC Transit service area only (western Alameda and Contra Costa counties, and the areas of the insets served by AC Transit).

Regional Layers

Transit lines from all public transit agencies shall be shown, with each line colored according to the agency, as is found on maps in the Hub Signage Program (these are the maps titled "Transit Routes" at <http://www.actransit.org/transit-center-maps-and-information/>). Major bicycle routes shall be shown. Regional layers shall be created for Alameda and Contra Costa counties, but not for insets outside these counties.

AC Transit School Maps Layers

These shall be a separate map created, using the same base map geography, for each of six schools (or pairs of schools) in the AC Transit district that have several AC Transit lines specifically designed to serve them.

These schools are:

- El Cerrito High School / Korematsu Middle School, El Cerrito
- Head Royce School / Hebrew Day School, Oakland
- Juan Crespi Middle School / De Anza High School, El Sobrante
- Montera Middle School, Oakland
- Newark Memorial High School, Newark
- Skyline High School, Oakland

These maps will include all lines serving these schools (including 600-series and regular lines) and use the same symbology as the AC Transit System Map.

Scale and Size

The map shall be scaled so that a single map sheet of no larger than 25.5 inches by 38 inches can accommodate the entirety of the AC Transit service area. The map could take up the entirety of one side, or the map could be split, with half on one side of the sheet and half on the other. The orientation of the map shall be that north will be at the top.

Deliverables and timeline

All map artwork shall be created in Adobe Illustrator format and be provided in original (editable) form. Below is a tentative deliverable timeline.

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

Materials Supplied by AC Transit

1. Editable files of the existing AC Transit system map and all Hub Signage Program transit routes maps.
2. Shapefiles and turn-by-turn directions for each AC Transit line.
3. Finished ancillary materials for the printed map, including cover art and frequency guide

Intellectual Property

This map will be performed as a work for hire and all rights to the work shall vest in AC Transit.

Use of logo

Contractor must receive prior permission from the District before releasing any reports, information or promotional materials prepared in connection with this project prior to execution. The Contractor shall not use the District's logo or any other proprietary material without the prior written permission of the District. The Contractor shall provide a copy or copies of any such material to the Designated District Representative for review and approval.

Quotes

Please provide two lump sum quotes for the attached scopes of work. The lump sums shall be inclusive of all travel costs, services, taxes, fees, materials, overhead and profit for the creation of each map.

Please submit quote by: 3/6/2020