



711 grand ave, #110
san rafael, ca 94901

ph: 415.226.0855
fax: 415.226.0856
marintransit.org

ADDENDUM #1

MARIN COUNTY TRANSIT DISTRICT REQUEST FOR QUALIFICATIONS

ON-CALL GRAPHIC DESIGN SERVICES

ISSUED THURSDAY, JULY 30, 2020

board of directors

dennis rodoni
president
supervisor district 4

kate colin
vice president
city of san rafael

judy arnold
2nd vice president
supervisor district 5

damon connolly
director
supervisor district 1

eric lucan
director
city of novato

katie rice
director
supervisor district 2

kathrin sears
director
supervisor district 3

The following Addendum is considered part of Marin Transit's Request for Qualifications for On-Call Public Graphic Design Services. This addendum includes answers to questions submitted to Marin Transit in writing.

The Request for Qualifications, together with this Addendum #1, constitutes the entire understanding between each of the participating proposers and Marin Transit. The changes to the Request for Qualifications as set forth herein, shall be incorporated into your proposal where required.

As a reminder, the deadline to submit proposals is **Friday, August 14, 2020 at 3:00 PM (PST)**.

SUMMARY OF QUESTIONS & ANSWERS

Q1. Keeping in mind the threat of the ongoing coronavirus pandemic, will Marin Transit be open to receiving proposals via email or online only?

Marin Transit will be open to receiving proposals via a digital submission. Submittals can be emailed to the District's contact or provided through a physical submission of a flash drive that includes the digital file.

Q2. Will face to face meetings be required or other forms of virtual meetings are acceptable?

The meetings are not required to be in-person, and virtual meetings will be acceptable for most meetings; however, depending on task order, in-person meetings may be required, in which case key personnel must be flexible to attend meetings as needed to meet the needs of the project.

Q3. Are out of state vendors eligible to apply for this RFP?

The firms are not required to be in California to submit proposals; however, depending on the Task Order, an in-person presence in Marin County may be required for consultant key personnel and/or

representatives to perform the work. The availability of key personnel must be flexible to meet the needs of the project.

Q5. What has been the estimated number of hours per year for this task in the past?

This will be an on-call contract that will be executed by task order to support Marin Transit's ongoing graphic design needs related to service changes and other marketing initiatives. The support from consultant will be as needed on an individual task order basis. There is no guaranteed minimum level of hours or compensation. The District may issue task orders under the Agreement any time during the base term or option years.

Q6. What has Marin Transit paid hourly for graphic design in the past?

The fees have been varied based on the services required.

Q7. Is Marin Transit currently working with a marketing or graphic design firm or resource? If so, is Marin Transit satisfied with their work? Will they be bidding? Who is the incumbent?

The District does not have a current consultant for graphic design services.

Q8. Is Marin Transit looking to redesign materials or use existing designs?

The scope of services will vary and may involve updates to the existing graphic artworks as well as developing new designs. Please refer to Section 2 of the RFQ for further information.

Q9. If using existing designs, will source files be supplied to the new vendor?

If existing graphic artwork source files are available, the District will share files with the graphic designer to use as a basis for updating.

Q10. What software was used to develop the source files?

The primary graphic design program used is Adobe Creative Suite including Photoshop, Illustrator, and In-design.

Q11. On page 7 of the RFP, proposers are asked to provide an "overall implementation schedule" for a 12-month period. Can you please clarify what tasks are to be outlined in that timeline, based on the on-call nature of the contract and the work to be assigned?

The overall implementation schedule will be a typical project schedule with include general timelines for Task Order processing and response time, typical comment, and revision periods, required lead time for projects and key personnel, etc.

Q12. Does Marin Transit have established branding and standards guidelines?

Yes, Marin Transit has established branding standards.

Q13. In the scope of project, it's somewhat vague as to whether the vendor would be actually responsible for getting the materials printed, or if the final graphic files would be given to Marin Transit (who would do the printing through another vendor/printing service). Can you clarify?

Printing and/or distribution may or may not be required in a project. When it is included as part of a task order, the vender will be responsible to coordinate for printing and/or distribution that includes obtaining quotes, share artwork file, delivery of printed materials, and other related support work. The expenses associated with printing and/or postage will be reimbursed by the District.

Q14. What has prompted the release of this RFQ?

The need for graphic design services has prompted this RFQ.

Q15. What is the annual budget (or budget range) the Agency has for graphic design services?

The services under this Agreement shall not exceed \$35,000 for the duration of 12 months.

Q17. Are there immediate projects that Marin Transit will be issuing RFPs or task orders for under this on-call? If so, what are they and when are they anticipated? Does Marin Transit plan to develop and produce any advertising campaigns and is this on-call a requirement to perform the work?

There are no immediate projects or campaigns that Marin Transit will be pursuing at the present time. Marin Transit will establish work under the Agreement for future projects as needed, and on an individual task order basis.