

REQUEST FOR QUALIFICATIONS (RFQ)
Design Services
dated November 14, 2012

Proposers' Conference and Submitted Questions and Answers
December 3, 2012

Q1: Does a firm submitting a proposal for web design need to have web development (back-end programming) skills too?

A1: No. Firms may submit a modular proposal that breaks out the design from the back-end programming, or may submit a proposal for one skill or the other.

Q2: Does MTC have a preferred Web platform?

A2: No. Designers should feel free to make a recommendation.

Q3: How has MTC developed its current website? What is MTC's current Web platform, and what Web design tools are used?

A3: The site has been developed in-house, but MTC may want a new look and a new platform. Our current MTC website uses Dreamweaver, and other, related satellite sites are built on various content management systems and platforms.

Q4: Is the main focus of this Design Services RFQ Web design or print design?

A4: MTC anticipates about a 50-50 split between electronic and print work, although MTC reserves the right to change the allocation at any time.

Q5: What is MTC's position on off-shore web work?

A5: Firms should take into account that MTC expects firms' key personnel actually doing the work must be able to come to our offices for meetings. Please see RFQ, Section V. Scope of Work, Schedule, and Budget at page 4, first full paragraph. Also, in the case of proposed federal funding, MTC anticipates that offshore work may not be possible.

Q6: The RFQ doesn't make mention of budget amounts. Can MTC provide an estimate of the design budget for this RFQ?

A6: The MTC budget allows for \$175,000 for design services in 2013. This is a not-to-exceed amount which MTC will not necessarily enter into contracts to spend, since the design project list has not yet been fully determined. It is also possible that other fund sources may be available for specific projects.

Q7: How will you determine whether to choose one design firm or a pool of designers? Are you leaning toward choosing one firm or creating a list of firms?

A7: MTC will make that determination when proposals are received. Please see RFQ, Section X. Evaluation Factors, page 9.

Q8: How many works samples and how many copies of each should we submit? Are electronic files (PDF), and color copies such as PDF acceptable, if portfolio pieces are neither available or too large in size, or can only be supplied as color screen shots (for website samples), etc.?

A8: Please see RFQ, Section IX. Form of Statement of Qualifications, item 6 Samples (one set). It is in the proposer's discretion to submit work samples as needed to accurately reflect a firm's work. Please place a sticker or other identifier on samples.

Q9: If MTC elects to go with a "bench" of eligible design firms, how would you decide which design firm to choose for a given project?

A9: Please see RFQ, Section V. Scope of Work, Schedule, and Budget at page 3, paragraph 2. See also, RFQ, Section X. Evaluation Factors, page 9, which states, "Any award made will be made to the firm or firms whose SOQ(s) is/are the most advantageous to MTC, based on..." the evaluation criteria listed in Section X.

Q10: Does MTC have a current design style guide?

A10: No.

Q11: How much weight do costs/hourly rates have in the selection process?

A11: Please see RFQ, Section X. Evaluation Factors, page 9. Competitiveness of hourly rates and other costs will be weighed equally among the six (6) total evaluation factors.

Q12: Can we indicate an interest in only a portion of the tasks specified in the RFQ?

A12: Yes. Please see RFQ, Section IX. Form of Statement of Qualifications, item 1, Transmittal Letter, item 2, Statement of Interest, and Appendix B, Statement of Interest.

Q13: Are all of MTC's web pages (on MTC's website) updated daily?

A13: No.

Q14: What parts of the website is MTC specifically interested in changing or updating?

A14: Please see RFQ, Appendix A, Preliminary Scope of Work, page 12, item 6.

Q15: You appear to conduct this procurement every 3 to 4 years. What is different about this procurement compared to past procurements?

A15: While previously done by MTC staff, we anticipate using outside designers to help reformat our website(s). In addition, we have reduced the frequency of our newsletter, and anticipate only issuing it for special occasions under this RFQ's scope of work.

Q16: How important is it to establish a mobile platform for the website?

A16: Please see RFQ, Appendix A, PRELIMINARY SCOPE OF WORK, item 6, describing work on MTC's websites, which could involve adapting MTC's websites for mobile presentations, for example, allowing web visitors to easily view the MTC meeting calendar on mobile devices like a smart phone or iPad.

Q17: MTC has announced its intention to move to a building it has purchased in San Francisco. When will this move occur? Will the move generate any associated design work?

A17: It is anticipated that MTC will move into the building sometime in mid- or late-2014. The move to the new building could generate design work dealing with the building identity, and perhaps signage, but no specific scope of work or task has been determined.

Q18: The RFQ mentions several software programs that could be used, including Quark Xpress In Design and Photoshop. Does MTC still use Quark Xpress?

A18: MTC has mostly switched to the InDesign program for graphics work, but some “legacy Quark files may still be in use.

Q19: Will other MTC-related entities, such as the Clipper transit card and the FasTrak electronic toll-paying device, utilize design services arising out of this RFQ?

A19: No.

Q20: If MTC elects to go with a “bench” of eligible design firms, how will you ensure design continuity?

A20: MTC would rely on its experienced Public Information staff to coordinate and integrate different design teams, as needed.

Q21: Does MTC envision better integration of its website with the websites of some of its fellow regional agencies, and would that effort fall within the purview of this RFQ?

A21: MTC is joining forces with other regional agencies on a number of levels, and they do have a joint website already, OneBayArea.org. It is unknown at this time whether there will be further integration of the regional agencies’ web efforts.

Q22: Regarding personnel assigned as requested in RFQ, Appendix C, is it acceptable to show a category of personnel in replacement of a specific person, for example, if a firm has multiple staff that would be available for these projects, and would select the best personnel based on MTC’s specific project needs?

A22: MTC expects key personnel to be identified, including lead designers /project managers. If there are job categories not listed on Appendix C, firms may add them when filling out the form. MTC must approve changes in key personnel.

Q23: Where are the printers that MTC uses generally based? Would MTC allow selected firms to choose or recommend printers?

A23: MTC uses printers in several counties, and generally puts printing projects out to bid. Suggested printers can be added to our vendor database for alerts to contracting opportunities. On occasion, a designer may be asked to contract for printing, in which case any recommended vendor would be subject to approval by the MTC project manager.

Q24: Are copies of current or past design contracts available?

A24: Please contact MTC with a request under the California Public Records Act for copies of any contract documents.

Q25: The RFQ, at page 7, IX. Form of Statement of Qualifications, item 5, References, suggests using Appendix D - "(Use Appendix D or provide your own list with all required information)." Appendix D does not appear relevant to the References requirement. Shall we provide a list instead?

A25: Please see RFQ, *Appendix D*, References, at page 15, and use to provide at least three (3) references.

Q26: When MTC requests a contractor in the pool to make an estimate on hours, would you advise on budget at that time?

A26: Not necessarily. MTC may ask two or more of the vendors in the preselected pool to submit a quote for a particular project, and use that quote as one of the factors in deciding which of the pool firms to use.

Q27: In *Appendix G*, Standard Consultant Agreement, *Attachment E*, Insurance Provisions, item 6 – Property Insurance, this coverage appears to apply to construction type work. Does this apply to the scope of work within design services?

A27: Proof of property insurance is required for any contracts issued under this RFQ, and is intended to cover ANY business personal property and equipment to be used in performance of a resulting agreement, and materials or property to be purchased and/or installed on behalf of MTC.

Q28: Can the Umbrella and Errors and Omissions Professional Liability insurance requirements be removed from this RFQ?

A28: No.

Q29: The RFQ states that the DBE requirement does not need to be met at this point. Does that mean that Appendix E doesn't need to be part of this first submittal?

A29: Subcontractors are not required at the time of SOQ submittal, but if a firm will use subcontractors, firms must complete and submit Appendix E (see RFQ, Section IX. Form of Statement of Qualifications, page 8, item 7). This form does not ask if the subcontractors are DBEs. There are additional forms included in the RFQ relating to federal DBE requirements (see RFQ *Appendix H* Department Of Transportation Requirements) but DBE-related forms are not required at the time of SOQ submittal (see RFQ, Section IX. Form of Statement of Qualifications, page 8, item 10).

Q30: Can the MTC provide a list of the design firms it has contracted with during the last three 3 rounds of this RFQ process?

A30: The firms selected during the last three (3) rounds of this Design RFQ are as follows:

Year - 2009
Finger Design Associates
Patricia Bruning Design
L Studio
Traverso-Santana Design
Visual Strategies

Year - 2006
Finger Design Associates
Irene Nelson Design
Patricia Bruning Design

Cuttriss & Hambleton

Year - 2003
Age Wave Impact
Alterpop
Irene Nelson Design
Nancy Koc
Traverso-Santana Design
Finger Design Associates

This covers a 10-year period. MTC procures design services beyond those needed by the Legislation and Public Affairs (LPA) Section. Design services are often part of outreach contracts, web development contracts, specific planning projects, and the like, so the list above does not cover all the outside vendors MTC has used and is using for design services.

Q31: Do "Workers Compensation" waivers apply to corporations as well as sole proprietors with a single owner and no employees?

A31: Corporations and sole proprietors would be treated the same regarding Workers Compensation insurance requirements.

Q32: Should SOQs include insurance certificates?

A32: SOQs must include a completed and signed *Appendix G-1*, Insurance Requirements, certifying that if selected, a firm will meet MTC's insurance requirements as stated in the RFQ at *Appendix G-1*. Insurance certificates are not required at the time SOQs are submitted.