

**REQUEST FOR PROPOSAL (RFP)
FOR
BROCHURE RE-DESIGN OF GEORGIA BIKE SENSE (A guide for Cyclists & Motorists)**

RFP Circulation Date: February 23rd, 2010

Proposal Submission Deadline: March 12th, 2010 4:00 PM Eastern

Introduction and Scope of Project

Georgia Dept of Transportation (GDOT) created Georgia Bike Sense (A guide for Cyclists & Motorists), hereafter referred to as "the Guide", as an aid to both cyclists and motorists on the rules of the road. Approximately 50,000 guides were produced in 2006. They were well received but now need to be revised and reprinted. GDOT wishes to expand and enhance the current Guide and is committed to being available to provide information and support to respondents. They will be actively involved in providing information and support throughout the re-design process. Northwest Georgia Regional Commission (NWGRC) has been tasked to assist GDOT in the revision and reprinting process.

Contact information

Respondents are encouraged to contact the Northwest Georgia Regional Commission with any questions or concerns. Final proposal submission is to be received by David Kenemer no later than 4:00 PM Eastern on March 12th, 2010 at the following address:

Northwest Georgia Regional Commission
Attn: David Kenemer
P.O. Box 1798
Rome, GA 30162

Physical Address: 1 Jackson Hill Dr. Rome, GA 30162

Project Objectives

The revised Guide should provide easy access to services, be adaptable to current and changing technology, provide content management capability and be used as a public communications tool.

The Guide shall meet the following criteria:

1. Visually appealing - The Guide must have an attractive mix of text, photos and graphics.
2. Provide easy electronic access to public information for use by the target audience.
3. Enhance delivery and awareness of public services and facilitate a clearly accessible process for public inquiry.
4. Common Theme/Consistent Design - Each section of the Guide should have a common look/theme.
5. All current font types and basic layout should be maintained throughout the Guide.
6. Provide pages for all GDOT programs, services, and functions.

The information in the Guide should be directed toward Georgia citizens, businesses, visitors, prospective businesses, prospective residents, other government agencies, civic groups, associations, youth and senior citizen groups, developers, and any person or agency seeking to travel throughout or wishing to obtain information about recreation in the state of Georgia.

Special Provisions

The replication of the Guide will be the responsibility of the winning contract. GDOT is seeking 50,000 copies of the completed Guide utilizing the following parameters:

Pages: 64 plus Cover

Papers: Inside - 60 Lb Offset - Smooth
Cover - 100 Lb Cover - Gloss / Enamel

Dimensions: 6x9

Inks: Inside - 1/1 Black Ink
Cover - 4/0 Process + Coating One Side

Bindery: Fold and Saddle Stitch; Pack Suitably

Quantity: 35,000 will be produced in English and 15,000 in Spanish

General and Desired Enhancements

A. Re-create and greatly enhance the GDOT's existing Guide to be resourceful, informative, and serve as a marketing asset that supports a citizen/business-friendly environment which emphasizes access to GDOT services, departments and business opportunities. We expect the Guide to adhere to best practices in design and layout.

Services to be provided

1. Update all legal code references throughout the Guide.
2. Update photographs as needed or requested by GDOT.
3. Checking the accuracy of all Guide web links.
4. Format Spanish translation of the Guide and provide limited translation services consistent with appropriate use of Spanish text, captions, and changes corresponding to English updates.
5. Print 35,000 English and 15,000 Spanish copies of the Guide.
6. Produce digital copies of the Guides for use on websites.

Proposed Project Schedule

The tentative schedule for this project is as follows:

Proposals due Friday March 12th 2010 by 4:00 PM Eastern.

Finalists notified by March 15th, 2010.

Contract to be awarded by March 19th, 2010.

Launch – ASAP after award.

Completion – Project should be completed by June 30th 2010.

Requested Information and Proposal Format

All proposals shall be submitted in a format which follows the general framework outlined below. In preparing submissions, respondents should describe in detail the services proposed and how service delivery will be accomplished.

1. Introduction: A brief introduction of the individual(s) or firm(s) involved in the proposal and relevant experience with similar projects.
2. Work Plan: Proposed work plan for project tasks and work products. The work plan must show how each task outlined in the scope of services is accomplished and the format of the work products. The work plan may show additional suggested tasks or work products that would improve this project's ability to fulfill stated objectives.
3. Personnel: Tasking of personnel including expertise and qualifications of key team members assigned to the project should be included. A project manager should also be identified.
4. Budget: Provide a detailed breakdown of the proposal cost including (at a minimum): Personnel costs by staff person assigned, payroll burden and general/administrative overhead, travel expenses, subcontractors (if applicable), other direct expenses, fixed fee and total proposal cost.
5. References: Provide a list of past clients for whom the firm has performed work of a similar nature. For each reference include a contact name, phone number, and address. Include a minimum of four references and no more than seven.
6. Capacity of the respondent: Does the respondent's current workload and future obligations allow for the timely completion of this project.

Proposal Evaluation/Selection Process

NWGRC will receive competitive proposals from firms having specific experience and qualifications in the areas identified in this solicitation. Under competitive negotiation procedures, the terms of the service contract, the price of the service, the method of service delivery, and the conditions of performance are all negotiable. A negotiated contract will be awarded to the agency that best meets the proposed needs at a reasonable price, not necessarily at the lowest price.

For consideration, proposals must contain descriptions of the agency's experience and abilities to perform. Unless otherwise stated, all proposals shall address each criterion identified in the following section.

Evaluation and Selection Criteria

Evaluation of responses will be based on the following criteria:

1. Qualifications of respondent, including:
 - a. Demonstrated experience in working with governmental organizations preferably municipalities.
 - b. Demonstrated competence and professional qualifications necessary for successfully performing the work required by GDOT as stated in the RFP.
 - c. Recent experience in successfully performing similar services, and the background and experience of the specific individuals to be assigned to this project.
 - d. Demonstrated professionalism and creativity in Guide development.

2. Commitment to work with GDOT addressing current and future needs with respect to Guide development, content, equipment and service requirements of the Guide.
3. Understanding of the work required by GDOT.
4. Value/Benefit of the Respondent's proposal to/for GDOT.
5. Completeness of responses to specific requirements of the RFP.
6. Proposed approach in completing the work.
7. References.
8. Costs broken down by phase and type of work.
9. Extent to which the design concept reflects the objectives noted in this RFP.