

Baltimore Metropolitan Council



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Questions about BMC RFQ Production of Plan and Vision – Document Development and Printing Services As of 3/10/11

- 1) How big will the full *Plan It 2035* document be, including appendices? Do you have an approximate page count to what this includes?

Specifications for draft *Plan It 2035* document with appendices: 8-1/2 X 11 inches, card stock cover, plastic comb binding, approximately 200 pages, 200 copies (all black-and-white)

Specifications for final *Plan It 2035* document: 8-1/2 X 11 inches, card stock cover, plastic comb binding, approximately 200 pages, 100 copies (90 black-and-white and 10 full-color)

Specifications for final *Plan It 2035* executive summary: 32-panel piece that, when folded, would measure 8-1/2 X 11 inches and would include a pocket for a CD or DVD, 100 full-color, full-bleed printed copies. If BMC determines that this piece is too costly, then we would go with an 8-1/2 X 11-inch color document of approximately 10-12 pages, with plastic comb binding.

Specifications for draft imagine 2060 brochure: 8-1/2 X 11 inches, card stock cover, plastic comb binding, approximately 8-12 pages, 50 copies (all black-and-white)

Specifications for final imagine 2060 brochure: 8-1/2 X 11 inches, card stock cover, plastic comb binding, approximately 8-12 pages, 50 copies (40 black-and-white, 10 color)

- 2) Will the *Plan It 2035* document have graphs that need to be illustrated?

Yes.

- 3) For the PowerPoint presentation, do you know the approximate amount of slides that will need to be created?

BMC is looking for the consultant to produce the template for PowerPoint presentations, not the actual presentations. This would mean a template for a cover slide and perhaps 2-4 other slides to serve as templates for different kinds of data that may be presented (e.g., word slide, slides presenting charts or other graphics).

- 4) Will you need a quote for photography as well, or will photography be provided?

BMC expects to provide most of the photography and charts/tables needed. There may be a need for additional photos or charts/tables to be produced by the consultant, so a quote for those production services would be helpful.

- 5) You say that the cost proposal should consist of hourly rates by staff member for each task, and direct costs itemized by category—specifically printing and reproduction costs for the entire project. While the scope of work explains the tasks for this job, it does not specifically list the print specifications for the items that would be printed, nor their quantities. Under Task 3 it says that costs for photocopying/printing of final documents will be estimated separately once BMC has determined the types and quantities of documents required. Does this mean that the cost proposal should only include rates by labor category and no direct costs? If that is not the case, and you would like representative printing costs for comparison purposes, can you please provide some standardized specifications and quantities so that we can provide you some printing prices as part of our proposal?

BMC is trying to get an idea of what consultants would charge to produce photocopied or printed documents, so representative printing prices would be helpful. For specifications and estimated number of copies, see answer to Question 1.

- 6) Define “pages.” You have as a quantity of 200 pages, is that 100 sheets (2-sided), or 200 sheets (1-sided). Both equal 200 pages in a design document, but have different paper options.

100 sheets 2-sided.

- 7) Stocks of paper: What stocks of paper are you expecting for rough drafts and final drafts? Offset or Enamel, and what weights of paper (including cover weight).

Normal printing paper stock and weight (what you'd print to in a standard photocopy machine) for both rough drafts and final drafts. The only thing I see us using a different stock for is (potentially, provided it's not too expensive) what we're calling the executive summary.

- 8) Plastic Comb Binding: is this GBC, or is this coil?

We used GBC binding for the copies of the last long-range plan, but it doesn't necessarily have to be that kind; quality, reliability, and relative economy are important.

- 9) Executive Summary, is the page count 32 pages including the cover w/ pocket, or is it 32 pages plus cover (36 pages total)? Also need weight of paper for the text stock and cover stock.

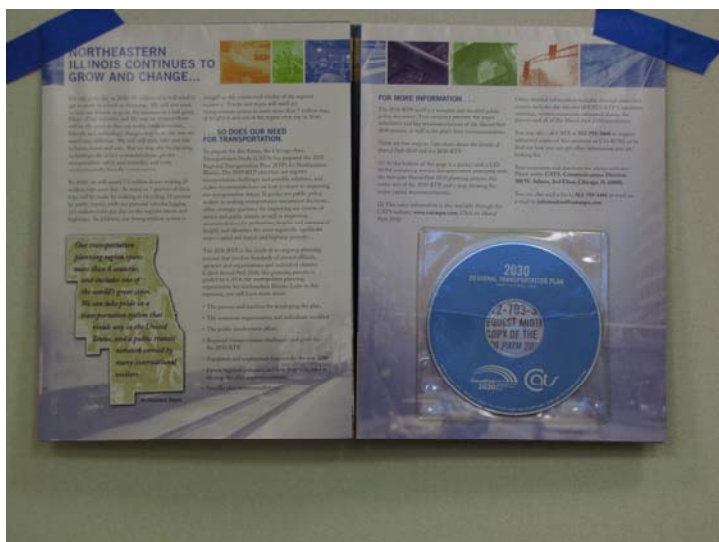
The executive summary would not have a cover. Unfolded, it could measure 34 by 44 inches (in other words, 4 times 8-1/2 inches by 4 times 11 inches). This is how we arrived at the 32-panel description: 16 8-1/2-by-11-inch panels on each side of the 2-sided document. Folded, it would measure 8-1/2 by 11 inches. This would need to be a fairly heavy paper stock to withstand the folding and unfolding.

Here are some photos showing various views of a similar sample piece produced for the Chicago MPO. We're not necessarily looking to duplicate this piece; it's an example from another MPO that people like for its versatility and graphic appeal:

Folded to 8-1/2 by 11 inches:



Unfolded to 11 by 17 inches and showing the pocket for CD or DVD:



Unfolded to 11 by 34 inches, showing information about the plan development process and the development timeline:



Unfolded to 22 by 34 inches, showing another view with information about goal development and regional scenario planning:



And, finally, unfolded to its full 34-by-44-inch size, showing yet another view (list of major projects and a map):



If it turns out that this approach to the executive summary is too expensive, one option would be to consider a 16-panel size measuring 22 by 34 inches unfolded.

If that also is too expensive, we would go with a standard 8-1/2-by-11-inch document with specs similar to the Plan itself, except that it would have approximately 10-12 pages.