



ADDENDUM 2
November 3, 2023

Questions/**Answers**

1. For the Appendices Word Template; Due to the many Microsoft Office templates we've designed for clients, we've learned that PPT templates tend to allow for more customization of the template graphics than Word allows. We were wondering if you would be interested in having a discussion about this template being created in PPT vs Word? Or is Word a must?

Staff is open to a discussion about the template; however, the final template deliverable must be in Word.

2. a. I do see wording that text may be coming in at different times. Which project is that referring to?

Text coming in at different times is referring to the plan document and executive summary.

b. If content is not coming in all at once, will the contractor have word count estimations for the sections of text that might be submitted later to the designer for placeholder purposes?

To the extent that the content for that section has been drafted, yes, we could provide an estimated word count range.

3. Regarding the editable graphic elements that will be used for the plan document and Executive Summary: What file types do these edible graphics need to be in when submitted as individual files? (as referred to on pg. 9: 6. 5th bullet point) eg: Word, Illustrator, InDesign, etc.

Editable graphics need to be in Adobe InDesign Creative Cloud. COG staff will test and confirm with Contractor that files are intact and able to be edited by staff before all files are transferred.

4. Do the 18 virtual meetings require both a web developer and designer on them, or just the designer?

No, the 18 virtual meetings do not require both a web developer and designer for all meetings. For budgetary purposes, estimate that the web developer will attend up to six (6) virtual meetings.

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VISUALIZE 2050 WEB DESIGN AND LAYOUT

- Referring to pg. 9: 6. 1st bullet point: "Three draft layout design options each for the plan document, executive summary, and appendices report templates for a total of six (6) designs to be reviewed by COG staff." If there are three (3) design layouts for each of the three (3) print documents, wouldn't that be a total of nine (9) designs? We assume that it's a total of three (3) different *design looks* (since each document will need to have the same type of branding and similar design elements/looks as their partner document) but the total number of concepts would still come out as nine (9). Please help us understand what you expect to receive from the contractor in terms of these six (6) designs. Thanks!

The correct total number of design looks is nine (9). Please budget to create three (3) design looks for the plan document, three (3) design looks for the executive summary and three (3) design looks for the appendices report templates.

- Referring to pg. 9: 6. 4th bullet point: "Final InDesign files of the unpopulated plan and executive summary": is this referring to a template-like layout version of the entire document including graphics/images/paragraph + character styles preloaded (everything but text basically)? Please elaborate on what you are expecting to receive from the contractor regarding the unpopulated plan and executive summary InDesign files.

Yes, this refers to a template-like layout design that includes the final design and elements included for the plan and the executive summary. Sample or placeholder text only in the template.

- Does your budget need to include printing?

No, the budget does not need to include printing.

B. Website Design Questions:

- Is MWCOG planning on doing an internal content review before the beginning of the contract term?

COG staff will review existing web content in order to make recommendations as to which pages contain content that needs to be edited or removed. This review will include initial suggestions for the new website menu. The review will take place in winter 2023-2024 before the start of the contract period. This review is preliminary for planning purposes and the results of the review will be shared with the selected Contractor. However, COG staff will continue to make editorial decisions about content through 2025. Note: The Contractor is NOT responsible for writing, editing, or adding content to the website. In this SOW, the Contractor is responsible for formatting recommendations, webpage structure, creating webpage templates, and advising COG staff on website menu structure and navigation. COG staff will write the homepage and internal page content for the Visualize 2050 website.

9. Are there any new content areas on the website that don't have an equivalent content section on the current site?

Yes. The existing website has 20 published pages. The estimated number of published pages on the updated website is 27 pages. The Contractor should estimate that there will be new content areas on the website.

C. General

10. I see a mention of continued support. Would that be needed hourly or on a retained basis? Also, is this for website needs or print design needs as well?

Due to the possibility that the TPB may alter the adoption date of the plan, COG may need continued support on an hourly basis. The continued support would be for document/layout needs for the plan document and executive summary only and not the website design. It is requested that proposals include an hourly rate chart for staff who may be working on continued support.

11. We are a Women Owned Business. What are you looking for in a DBE plan?

Proposers do not have to be a DBE to submit, but they must either be a DBE or have DBE subs to receive any of the 15 points as per the DBE scoring chart. Woman Owned Business is not the same as a DBE which is a specific certification. No points are awarded to any other certifications but DBE.