



110 SE Watula Avenue, Third Floor
Ocala, Florida 34471
Main Number: (352) 629-8402
www.bidocala.com

The City of Ocala is accepting sealed electronic submissions for:

INVITATION TO BID (“ITB”) #: SUN/240624 FOR DEVELOPMENT AND DESIGN OF A TRANSIT GUIDE BOOKLET FOR SUNTRAN

Official copies of all solicitation documents may be obtained via electronic download from the City of Ocala’s e-procurement portal located at: <https://www.bidocala.com>

**** Copies of documents obtained from any other source are not considered official copies. ****

Deadline for Questions: June 28, 2024 at 5:00 p.m. (EST)

All questions or inquiries regarding this solicitation must be submitted via e-mail to the Buyer Contact identified below or via the e-procurement portal no later than the Deadline for Questions noted above. Any questions received after the deadline will not be considered.

Where to Submit Proposals: City of Ocala’s E-Procurement Portal:
<https://www.bidocala.com>

Submission Deadline: July 5, 2024 at 2:00 p.m. (EST)

Sealed electronic submissions shall be accepted up to the Submission Deadline. Submissions received after the deadline and/or transmitted to the City of Ocala outside of the e-procurement portal shall be rejected. The e-procurement portal’s timestamp shall be conclusive as to the timeliness of filing.

Vendor Registration: Bidders must be a registered vendor within the ProRFx e-procurement portal in order to submit a response to this Solicitation. **There is no charge to register, simply follow the registration path for “New Vendor Registration” at <https://www.bidocala.com>.**

**Buyer Contact/
Direct All Inquiries To: DAVID WILLIAMS, SENIOR BUYER**
E-Mail: dwilliams@ocalafl.gov
Phone: (352) 629-8350

Notice to Proposers: The point of contact for all questions and issues relating to this Solicitation shall be the Buyer Contact identified above.

To ensure that your submission is deemed responsive, you are urged to request clarification or guidance regarding any issues involving this solicitation **prior to submitting** your response.

**THE CITY OF OCALA RESERVES THE RIGHT TO REJECT
ANY AND ALL SUBMISSIONS**

SECTION 1

INTRODUCTION AND GENERAL INFORMATION

1.1 **INTRODUCTION AND BACKGROUND**

The City of Ocala ("City") is seeking to engage the services of a qualified vendor for the development and re-design of a transit guide booklet for the City's public transit system known as SunTran. The new transit guide booklet will include general information about riding SunTran, a system overall map, and individual maps/timetables for each of its seven (7) routes. The City intends to engage the services of one firm or individual for these services.

1.2 **PROJECT BUDGET.** The budgeted cost for this Project shall not exceed **SEVENTEEN THOUSAND DOLLARS (\$17,000)**, inclusive of design and development of the transit guide booklet.

1.3 **LOCAL VENDORS.** The City of Ocala encourages active participation by local vendors. In accordance with Section 22-2 of the City's Code of Ordinances, this Solicitation **DOES NOT QUALIFY** for Local Vendor Preference.

1.4 **QUESTIONS AND CLARIFICATIONS.** Proposers must communicate any questions regarding this Solicitation by the deadline set forth above. Questions should be sent in writing via e-mail to the Buyer Contact identified. Questions and answers will be communicated to all Proposers by issuing an addendum posted to www.bidocala.com.

1.5 **AMENDMENTS TO SOLICITATION.**

- (a) Should it become necessary for the City to revise or amend any part of a solicitation, Procurement and Contracting Department staff shall furnish the revision or amendment via written addendum, comment, and/or question and answer posted in the City's e-procurement system under the appropriate solicitation.
- (b) Addendums, comments, and/or questions and answers should be reviewed by interested parties. Lack of review will not excuse Proposers from adherence to any requirements set forth therein.
- (c) If there is a discrepancy with the scope of work that City determines, in its sole discretion, to be unfair to the Proposers, City may postpone the bid opening at any time in order to make corrections. City further reserves the right to extend the bid opening at any time during the bid process.

1.6 **MINORITY/DISADVANTAGED BUSINESS ENTERPRISE PARTICIPATION.** The City of Ocala encourages the active participation of minority businesses, women's businesses, and labor surplus area firms whenever possible as either prime contractors or subcontractors. If subcontracts are to be let through a prime subcontractor, the prime contractor is required to take the following affirmative steps:

- (a) placing qualified small and minority businesses and women's business enterprises on solicitation lists;
- (b) assuring that small and minority businesses and women's business enterprises are solicited whenever they are potential sources;
- (c) when economically feasible, dividing total requirements into smaller tasks or quantities to permit maximum participation by small and minority businesses and women's business enterprises;
- (d) establishing delivery schedules, where the requirement permits, which encourage participation by small and minority businesses and women's business enterprises; and
- (e) using the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce

1.7 CERTIFICATION OF ACCEPTANCE. By responding to this solicitation, Proposer certifies that he/she has carefully read the solicitation documents, including any addenda, exhibits, attachments, and/or appendices in their entirety and agrees that to the best of his/her knowledge no pages or parts of the documents appear to have been omitted and that he/she fully understands, accepts, and agrees to fully comply with the requirements and conditions set forth therein.

1.8 ADA NEEDS/ACCOMMODATIONS. If reasonable accommodations are needed in order for you to participate in this solicitation, please contact the Buyer Contact identified above at least forty-eight (48) hours in advance so that arrangements can be made.

1.9 CONFLICTS OF INTEREST.

- (a) The award hereunder is subject to the provisions of Chapter 112, Florida Statutes, as amended, governing conflict of interest.
- (b) All Proposers are required to disclose the name(s) of any employee(s), officer(s), director(s), shareholder(s), or other agent(s) of their firm that are also employee(s) or public official(s) of the City of Ocala concurrently with the submission of their Proposal.
- (c) All Proposers are required to disclose the name(s) of any City of Ocala employee(s) or public official(s) who either directly or indirectly owns or holds a five percent (5%) or more interest in Proposer's firm, corporation, or other business entity.
- (d) City of Ocala employees appointed persons, and elected officials (herein referred to as "employees") may engage in outside activities and hold financial interests subject to state and federal laws and regulations and the City of Ocala Employee Handbook, as applicable.
- (e) All Proposers are required to complete and submit an Officer and Employee Disclosure Statement with every submission. **Failure to disclose known conflicts of interest shall result in Proposal rejection and/or contract termination, if awarded.**

1.10 ANTI-LOBBYING/COMMUNICATION WITH CITY STAFF AND OFFICIALS.

- (a) To ensure fair consideration for all Proposers, the City strictly prohibits Proposer communication relative to this solicitation with any employee, department, City official, or City Council member, regardless of whether written, verbal, or through a third party, except for those inquiries made directly to the Procurement and Contracting Department through the assigned Buyer Contact, Procurement Manager, or Contracting Officer.
- (b) Proposers (including their agents or other third parties on their behalf) are prohibited from initiating any communication with any employee, department, City official or City Council member that will evaluate or consider the Proposal prior to and up to the time that award is made at a scheduled City Council meeting.
- (c) **Prohibited communications initiated by a Proposer, or any third-party on their behalf, shall be grounds for: (1) disqualifying the offending Proposer from consideration for award; AND (2) a three (3) year debarment from doing business with the City of Ocala.**

1.11 CERTIFICATION OF INDEPENDENT PRICE DETERMINATION/NON-COLLUSION. By responding to this Solicitation, Proposer certifies that the following statements are true:

- (a) Proposer's submission is made without prior understanding agreement, or connection with any person, firm, or corporation submitting a bid for the same work, labor, or service to be done or supplies, materials, or equipment to be furnished and is in all respects fair and without collusion or fraud. Proposer understands that collusive bidding is a violation of state and federal law and may result in fines, prison sentences and civil penalties.
- (b) Proposer's submission has been arrived at independently and without consultation, communication, or agreement, or for the purpose of restricting competition, as to any matter relating to such prices with any other Proposer or competitor.

- (c) Unless otherwise required by law, the prices which have been (or will be) quoted by Proposer in this submission have not been knowingly disclosed by Proposer and will not be knowingly disclosed by Proposer, either directly or indirectly, to any other bidder or competitor prior to the Solicitation opening date

END OF SECTION

SECTION 2

PROJECT OVERVIEW, SCOPE OF WORK, AND MINIMUM QUALIFICATIONS

2.1 OVERVIEW OF PROJECT

The City of Ocala (“City”) is seeking to engage the services of a qualified vendor for the development and re-design of a transit guide booklet for the City’s public transit system known as SunTran. The new transit guide booklet will include general information about riding SunTran, a system overall map, and individual maps/timetables for each of its seven (7) routes.

This transit guide shall be made directly available to the community. Accordingly, quality standards and expectations will be high.

The selected vendor will work collaboratively with City and SunTran staff to:

- (a) develop a design theme/layout for the booklet based on the design concepts found in the existing transit guide attached hereto as **Exhibit A – Current Transit Guide**;
- (b) author the guide texts;
- (c) make content revisions in accordance with instructions provided by City staff;
- (d) ensure final materials for both print and digital media comply with the most recent ADA Standards for Accessible Design (“ADA Standards”).
- (e) generate the final PDF versions from the approved design.

All materials shall be created with a consistent “look and feel” comparable to all other SunTran marketing materials.

2.2 SCOPE OF WORK

The City’s Project Manager shall define the Scope of Work for this service. The Work may include, but is not limited to, the following:

- (a) **Description of Work to be Performed.** In cooperation and coordination with City staff, Vendor shall develop and design a Transit Guide Booklet for SunTran and provide digital PDF files for same. The current transit guide is attached hereto as **Exhibit A – Current Transit Guide**. The re-designed transit guide should not mirror the format of the Current Transit Guide in any way. The re-designed transit guide shall look similar to the example provided as **Exhibit B – Sample Re-Designed Transit Guide**. The guide will be in a booklet format with a system-wide map, individual maps/timetables for the seven routes, and rider information.
- (b) **Finished Size.** Flat Size: 10 3/8” X 8.00”; Final Size: 10.5” X 7.5”; Bleeds: 4 Sides. The size may be adjusted per Vendor recommendations if necessary to maintain design standards.
- (c) **Number of Pages.** Cover/Back: Two (2) Pages; 50# Gloss Book. Inside: approximately (10) Bi-Fold Pages; #30 Newsprint.
- (d) **Binding.** Saddle stitch with two stitches/staples on a 7-inch side fold, along 10 ¼ inches high, or as deemed appropriate by Vendor.
- (e) **Print Files.** Cut and bleed. All text and images must comply with ADA Standards.
- (f) **Digital Files.** ADA Standards-compliant Acrobat portable document format (pdf) files for printing and uploading to the SunTran website.

2.3 VENDOR DELIVERABLES

- (a) After contract execution, the successful Vendor shall be required to participate in no less than **THREE (3)** mandatory meetings with City staff. The first meeting will serve as a Project kickoff meeting to clarify questions regarding Project scope, milestones, expectations, and resource needs. The second and third meetings shall be for the purpose of reviewing the initial and final transit guide designs for approval. Vendor shall also be expected to participate in periodic status meetings with the City Project Manager as needed to discuss Project issues and priorities.
- (b) The current transit guide is attached in **Exhibit B – Transit Guide Template**. The new transit guide booklet should not mirror this format in any way. The new transit guide will be in a booklet format with a system-wide map, individual maps/timetables for the seven routes, and rider information.
- (c) Preliminary draft of the re-designed transit guide shall be provided to the City no later than **August 15, 2024**.
- (d) Final design of the transit guide shall be delivered to the City no later than **September 1, 2024**.
- (e) All final documents related to the Project shall be provided to the City in Acrobat portable document format (pdf) upon Project completion.
- (f) Cooperation and coordination with the city staff in the designing of the transit guide.

2.4 CITY OF OCALA RESPONSIBILITIES

The responsibilities of the City of Ocala include, but are not limited to the following:

- (a) Provision of the raw data needed to create the components of the transit guide booklet:
 - (1) Base Layers (GIS, .EPS, .PDF format)
 - (2) Roadway Layer (GIS, .EPS, .PDF format)
 - (3) Transit Route Layer (GIS, .EPS, .PDF format)
 - (4) Map Keys (GIS, .EPS, .PDF format)
 - (5) Map Legend (in text format)
 - (6) Route Schedule (in Excel format)
 - (7) Rider Instructions (in text format)
 - (8) .EPS files of city and SunTran logos
 - (9) Photo gallery of approved images
 - (10) Other data/information as deemed necessary.
- (b) Provision of City of Ocala style guide and all necessary logos in .eps or other desired format.
- (c) Provision of instructions in the design of the transit guide.
- (d) Coordination with the selected vendor for designing of the transit guide.

2.5 MINIMUM QUALIFICATIONS (PRE-QUALIFICATION REQUIREMENTS). Procurement and Contracting Department (the “Department”) staff will review **Vendor’s Exhibit C - Qualifications and Price Proposal Form** for affirmative responses and documentation regarding Vendor’s ability to meet the City’s minimum qualifications. Answers in the negative are not, in themselves, grounds for declaring a vendor as Non-Responsible; the Department may seek additional clarification and decide whether the circumstances of the case warrant declaring a Respondent Non-Responsible. Respondents deemed Non-Responsible are not eligible for Contract Award.

- (a) Vendor shall have been regularly engaged in the business of publications development (i.e. writing, editing, researching, designing, and publishing) for commercial books, reports, magazines and/or newsletters for no less than three (3) years.
- (b) Vendor shall have publications experience specializing in developing and producing digital publications.

- (c) Must have documented experience of having performed a minimum of one (1) Project in the state of Florida. The project shall have contained work similar in scope to the work anticipated to be performed by this solicitation.
- (d) Vendor's key personnel assigned to the project shall have at least three (3) years of experience working in graphic design, to include working with both ESRI GIS and professional graphic design tools (e.g., Adobe InDesign and other equivalent software)
- (e) Must have a satisfactory record of performance as demonstrated by the provision of no less than three (3) verifiable references from projects similar in scope to the work anticipated to be performed by this solicitation. References shall be verified by City staff. If references cannot be reached using the contact information provided and/or are not responsive, Vendor will be deemed non-responsive to the solicitation.
- (f) Vendor must have staffing and other resources sufficient enough to meet the August 15, 2024 initial draft deadline and September 1, 2024 final design deadline set forth herein.

2.6 FTA GRANT REQUIREMENTS AND COMPLIANCE

1. This procurement is solicited and will be made with funding assistance from the Federal Government under the Urban Mass Transportation Act of 1964 and in accordance with FTA C 4220.1F. The successful proposer and all contractors will be required to comply with all terms and conditions prescribed for third party contracts in a grant contract between the United States of America and the City of Ocala, Florida. The management contract will comply with FTA C 4220.1F Rev. 4 of March 18, 2013, which is available at:
<https://www.transit.dot.gov/regulations-and-guidance/fta-circulars/third-party-contracting-guidance>
2. The City of Ocala in accordance with the provisions of the funding of the Title VI of the Civil Rights Act of 1964, (23 U.S.C. 140 and 112), (49 CFR, Part 21), (42 U.S.C. Sub. Sec. 2000D), other applicable federal regulations (23 CFR, Part 633), (23 CFR, Part 635) and orders, Executive Order 11625, (DOT Order 4000.7A), (DOT Order 4600.9A), hereby notifies all participation by minorities in any contract for consultant services entered pursuant to this advertisement. Minority business enterprises will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, sex, or national origin in consideration for selection. The transit service shall be operated in compliance with the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act of 1990.
3. The rules and regulations in the following documents are incorporated by reference: United States of America Department of Transportation Federal Transit Administration Master Agreement, FTA Master Agreement FY 20121 can be obtained at the web site:
<https://www.transit.dot.gov/grantee-resources/sample-fta-agreements/fta-master-agreement-fiscal-year-2021>
4. Federal Transit Administration Best Practices Procurement Manual can be obtained at web site:
<https://www.transit.dot.gov/funding/procurement/third-party-procurement/best-practices-procurement-manual>

END OF SECTION