

## REQUEST FOR PROPOSALS

### *I LOVE NY Road Map – RFP #17-6123*

#### Questions and Answers

**Question:** Does our proposal need to include our *existing, current New York State base map*?

**Answer:** If you have one then you can include. If you do not, then a state map that highlights your cartography and capabilities will be acceptable for review

**Question:** Must the layout included in our proposal utilize our *existing, current New York State base map*?

**Answer:** Although it does not hurt to include your existing NYS based map in the layout; it is not required. We would, however, prefer to see a cartography sample in some form, whether it be from a different state or not.

**Question:** Must the layout included in our proposal be a full-size layout or can it be reduced to fit on letter-size page?

**Answer:** Layout maybe reduced to letter size for the proposal; however, a marked folding dummy indicating panels and actual paper size is necessary for evaluating and scoring potential vendors.

**Question:** The example map includes an index of points of interest, yet the RFP does not specify this. Does Empire State Development want the points of interest index to be included in the new map layout?

**Answer:** Yes, all Points of Interest (POI) will be provided to the winning bidder in the form of an Excel spreadsheet. Vendor will be expected to list and/or label on the map. Winning bidder will be provided this information from Empire State Development, as well as time to plot attractions and POIs.

**Question:** Does the sample layout submitted with the proposal need to include cartography for the map insets, or can we just mark the inset map areas on the layout where each inset will be located?

**Answer:** The sample layout does not need to include cartography, although it does not hurt; it's not necessary for the purpose of evaluating layout.

**Question:** Will you be providing an excel spreadsheet of poi addresses - that match the 2016 Travel Guide - or will you be sending an updated list please?

**Answer:** Yes, We will provide an Excel Spreadsheet with all PIO attractions and their grid location, address, etc.

**Question:** If we win the bid, when would the art files be delivered to us?

**Answer:** Estimated date of receipt of artwork for first year of contract is December 2017 for a January/February delivery date.

**Question:** What are the required payment terms?

**Answer:** Payment will be made once annually upon completion and delivery of the map, and upon receipt of an invoice and supporting documentation.

**Question:** Please explain the following (section 2.0, Page 5): The Map must include an accurate mileage log... and frequent place-to-place road mileage indicators. Please clarify what the underlined text requires exactly?

**Answer:** The existing map already includes frequent place-to-place road mileage indicators in the "Mileage Table." This table provides an accurate distance between a frequently traveled destination (city) on the Y axis (left side), in relation to a destination (city) on the X axis (top) of the chart. It is also necessary to provide an accurate New York State Scale in both miles and kilometers on the map.

**Question:** When will the maps need to be printed, for example time of year?

**Answer:** It is estimated that Maps are to be printed in December; however, for the first map it may be January/February, to allow time for the RFP and contract process.

**Question:** Will you accept partial deliveries? Or does it have to be delivered in full?

**Answer:** Partial deliveries are not accepted; maps need to be delivered in full annually.

**Question:** From page 4 (PDF document page 7), *There must be an uncluttered portrayal of tourism attractions from sources to be provided by the Department.* What format these sources will come in? Will they be in a database or spreadsheet, and will they include latitude & longitude and/or street addresses?

**Answer:** The Publications Unit will provide a high-resolution, print-ready to size PDF to place within designated space allotted to tourism, created in Adobe InDesign that will include attractions, Map Bingo Numbers; there is no action required from vendor, other than placing artwork into space accordingly. However, Point of Interest (POI) attractions will be provided in an Excel Spreadsheet that will need to be labeled clearly on the portion of the map.

**Question:** What are the consequences if product is not delivered within the signed requirements?

**Answer:** If the awarded vendor does not provide the scope of services outlined in the RFP and contract, the Contract may be cancelled as per section 4.2 of the RFP.