



CONNECTICUT

RESOURCE CONSERVATION & DEVELOPMENT

REQUEST FOR PROPOSALS

Air Line Trail State Park Marketing Foldout Map

INTRODUCTION:

The Air Line State Park Trail (ALSPT) encompasses roughly 80 miles of trails crossing 12 Connecticut towns, from the northernmost point in Thompson to its southern terminus in Portland. The Trail also continues into Massachusetts under the name “Southern New England Trunkline Trail.” CT RC&D and the EZ Map Project Towns of the ALSPT seek a graphics/marketing consultant to:

- produce a draft template of a two sided fold out map and information/graphics for the purposes of guiding trail users, encouraging visitors to the trail and conveying information about the trail and the seven project participating towns.
- design and subcontract or create a map of full length of the ALSP Trail with the goal of engaging public friendly, information in a colorfully rich durable fold-down map-brochures (z-cards)
- coordinate the design elements to include connections to digital (online) landing pages for points of interest in the map and description sections. While the map will represent 50 miles and twelve towns of the ALSPT trail, the connectivity will have a goal of promoting the subscribing the seven ALSPT communities who are providing match funds to this project.
- work closely with Project Committee (7 towns and CT RC&D staff) with two draft iterations and a finalize design for printing
- coordinate map production with printing company to be selected by Project Committee or as also recommended by consultant selected.
- create a marketing template for town/region/state website to promote the map to trail users both in Connecticut, New England and East Coast of the U.S.

The following links provide visual examples of the final product size and design of wallet size map to be produced. <https://www.pocketmaps.com/blog/a-guide-to-our-printing-size-terms> or one produced for the Appalachian Mountain Club <https://www.rei.com/product/805633/appalachian-trail-conservancy-appalachian-trail-guide-pennsylvania-12th-edition-guidebook-and-maps>

NARRATIVE:

The Air Line Trail is the very definition of a regional attraction, with twelve unique character towns adjacent to the trail. The trail traverses very rural communities with strong agritourism attractions to those with busier downtowns featuring breweries, antiques shops and restaurants. At this time, the only central location for information regarding the trail is found on the Air Line State Park Trail page, hosted by CT DEEP. The marketing tool to be designed is the z-card fold out map-brochure, that will engage visitors as a practical, compact navigation tool for use while on the trail; would have additional utility in terms of guiding visitors to attractions in the individual towns via scannable codes that would jump to local, regional and state tourism pages; and would reinforce the regional nature of the trail in the manner of its presentation, as further described below.

TEMPLATE:

The finished piece folds down from a 2-sided full color map (available sizes vary, but the example shown is 15-1/2”x9-1/4”) to a closed size of 3-1/2”x2-1/8”, roughly the size of a credit card. “Side A” will consist of a full-color map of the complete Air Line Trail, whereas “Side B” will be an excerpt of the Trail for each host town, and will include the scannable codes to direct trail users to additional attractions within the community. In addition to the local codes, each map-brochure in the series will

also contain scannable jumps to CTVisit.com, to the ALSPT page on the CT DEEP site and, once it is fully developed, the dedicated website for the trail itself. This latter site is a part of the master-planning being performed under the management of the Connecticut Rural Development & Conservation Area (CT RC&D), as part of a grant award received by that organization. For towns that may not have embarked upon a municipal branding program, the design elements developed under this brochure program should also help engage them in future reprinting and redesign.

TIMELINE:

RFP Release: February 19, 2021

Receipt of Design Proposals: March 3, 2021 to info@ctracd.org by 5PM.

Project Award Decision: March 8, 2021 post award committee review

Contract: March 11 – 15, 2021

Design Period:

- February 25 – March 12, 2021
 - Project committee will identify trail and town points of interest to be included in the EZ Pocket Map so as to inform selected consultant of information to be conveyed in map and town content
- March 22 – April 22, 2021
 - Draft Design – April 23rd Review by Project Committee (7 Town Representative Members)
- April 28 - May 7, 2021
 - Final Draft Design – Review by Project Committee (7 Town Representative Members)
 - Secure 3 quotes for printing services for map production (Project Committee & Consultant)

Printing & Distribution

- May 10 – May 28, 2021
 - Coordination with selected printing company for no less than 5000 maps (separate printing budget allowance is provided within the grant)

PROJECT COMPLETION:

Under the grant stipulations, the project must be completed and invoiced by June 1, 2021. This deadline requires that maps be printed and paid for by that date with distribution to towns anticipated prior to June 15, 2021 if not earlier.

BUDGET FOR DESIGN SERVICES

The project budget for services as outline in this proposal may not exceed \$20,000. Proposals will be reviewed by project committee based on project cost itemization, portfolio, and graphics/mapping capability.

RFP RESPONSE:

Format for submittal:

- Cover letter explaining reason and objectives in your submittal for the anticipated work
- Design experience of each design professional, business team members, including subcontractors (for GIS or Illustrative Mapping) that will be directly working on the project and coordinating with the Project Committee (no more than 3 pages)
- Portfolio of work completed in the last five years and/or on-line links to graphics and mapping samples of work performed for other clients (no more than 4 pages)
- Cost estimate: Include a spreadsheet of anticipated hours for each project segment as described under the “Timeline” post contract signing and associated cost breakdown for staff performing the work (no more than one page)
- Submit your proposal no later than 5PM on March 3, 2021 to info@ctracd.org