

Chandigarh Transport Undertaking (CTU)

Notice Inviting Expression of Interest For Developing Bus Schedules & Maps

Expression of Interest (Eoi) is hereby invited for designing Bus Routes Schedules and Maps, from firms with experience in developing maps and printed schedules for transit (bus, metro, etc.) systems. CTU in its quest to improve passenger services is looking at developing printable maps and bus schedules for all its bus routes along with transfer/ changeover points. The maps & schedules shall make the system passengers friendly through readily available travel information and promote public transport which further encourage public to use public transport in the process. The scope of services include:

- Getting current and proposed bus operation plan informations
- Identify passenger requirement in terms of desired information and accordingly developing maps and bus schedules through stakeholder and public feedback.
- Develop compact schedules and combined maps
- Based on public and stakeholder feedback, to develop:-
 - (i) Maps showing City Bus Stops on routes.
 - (ii) Main transfer points for passengers from one bus to another bus.
- To take feedback from all stakeholders on how to rationalize route planning to improve bus operation efficiency.

Project Background

Chandigarh Transport Undertaking (CTU) with a view to rationalize the city bus service and providing its citizens with a safe, comfortable, reliable bus service is undertaking a route rationalization exercise with key technical support from EMBARQ India.

The above exercise is expected to result in changes to the existing bus routes and hence for the benefit of the commuters, it is imperative that a bus routes map depicting all bus routes operating in the tri city of Chandigarh-Panchkula-Mohali be displayed at each bus stop in the tri city. It is expected that the approximate number of bus routes and bus stops will be 70 and 250 respectively.

CTU is looking for a Consultant/Agency who is expected to come up with a proposal of single map as well as an area map and bus stop wise maps depicting all city bus routes with bus stops in the tri city of Chandigarh-Panchkula-Mohali.

Objectives:

1. Create awareness among the citizens about the City Bus Network
2. Encourage public to shift to local Public Transport for local transportation.

Tentative Deliverables:

1. Design of bus route map at Bus stations
 - a. Information that should be displayed:
 - i. Bus route (map), also indicating particular location
 - ii. Each bus route to be indicated in different colour
 - iii. All bus stops on each bus route should be clearly marked and named
 - iv. Local level map for each station identifying other city bus stops
 - v. Main bus routes and transfer points enable travellers to identify specific bus route and timings for its final destination.
 - vi. Nearby landmarks to enable travellers to find proper destination
 - b. Should be easily readable and identifiable
 - c. Should be in Punjabi, Hindi and English language

2. Pamphlets

- a. Pamphlets to be designed for general public distribution
- b. It should include information on the following:
 - i. Map
 - ii. Fares
 - iii. Benefits
- c. Should be easy to hold , carry and ready to keep in pocket / wallet / purse. Friendly size that could be a foldable type.
- d. Should be in Punjabi, Hindi and English language.

Notes:

- (i) All graphics should be provided in electronic format (Corel, jpeg and pdf versions)
- (ii) All colour schemes should be specified with the corresponding CMYK / RGB palette codes
- (iii) All fonts used across all the aspects mentioned above to be provided as font files

Deliverables, Timelines

S. No.	Deliverables	Time Line (No. of Weeks from the date of signing of the agreement)
1.	For Item 1	7 weeks
2.	For Item 2	15 weeks

Interested consultants/ parties must provide information indicating that they are qualified to perform such Services. These shall include the following:

A - Consultant's Company Profile & Financial Strength:

- Organization: Provide a brief description of the background and organization of your firm/entity and each associate. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm, availability of appropriate skills among staff, brochures, etc.

B - Consultant's Experience

To provide proof of experience in the field of developing maps and bus/metro schedules or other similar assignments completed during the past 7 years, (along with documentary evidence) giving the following details:

- Description of the assignment and its value
- Name and address of the client
- Period of the assignment

The firm shall submit its proposal along with comments on the objectives/scope of work and will arrange for a presentation of its concept and financial estimates to the Department on 24th December 2014 at 3.00 p.m. in the Conference Room, 4th Floor, Union Territory Secretariat, Sector 9, Chandigarh. On the basis of the responses received from the interested parties, the firms meeting the requirement shall be shortlisted for further consideration and RFP will be issued to them.

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-sd/-

Director Transport
U.T., Chandigarh