



Midpeninsula Regional  
Open Space District

R-18-71  
Meeting 18-27  
June 27, 2018

## AGENDA ITEM 7

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Award of Contracts to Six Firms for On-Call Graphic Design Services

### GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into contracts for On-Call graphic design services with Alex Atkins Design, Conifer Creative, Cartwright Design, Eric Gouldsberry Design, Mills Design, and Switky Communications Group for amounts not-to-exceed \$100,000 (each) through Fiscal Year (FY) 2021-22.

### SUMMARY

The Public Affairs Department conducted a competitive proposal process for On-Call Midpeninsula Open Space District (District) graphic design services. Typical projects needing design services include brochures, maps, fact-sheets, logos, flyers, and other special projects. In an effort to maximize flexibility and create opportunities for multiple firms, the General Manager recommends awarding contracts to several qualified graphic designers on an On-Call basis. Alex Atkins Design, Conifer Creative, Cartwright Design, Eric Gouldsberry Design, Mills Design, and Switky Communications Group submitted the most qualified and economical proposals. The General Manager recommends awarding contracts for a term of up to four years to each of these firms for an amount not-to-exceed \$100,000 (each) through FY2021-22. Funds for all contracts are included in the FY2018-19 Budget. Funds for subsequent fiscal years would be included in future budgets.

### DISCUSSION

The District's "Public Contract Bidding, Vendor, and Professional Consultant Selection, and Purchasing Policy" allows qualified firms who submit proposals to be placed on a prequalification roster for future related work and it also allows the District to enter into open contracts for routine supplies and services. Specifically, the policy provides that multi-year contracts can be entered into when appropriate and necessary to secure the best pricing or assure continuity of service, provided that District staff reviews the services annually to assure that the vendor is meeting the District's needs and remains at a competitive price. The option to extend the contract for up to four years is at the District's sole discretion.

On May 15, 2018 in compliance with this policy, the Public Affairs Department issued a Request for Proposals and Qualifications (RFPQ) to provide On-Call graphic design services. District staff solicited requests for proposals through our website, an interested parties list, and referrals from partner agencies.

Responding firms provided work samples, hourly rates, references, and information regarding general background and qualifications. Additional information provided included any experience working with land conservation or environmental organizations, and/or non-profits.

In accordance with Board Policy 3.03 Public Contract Bidding, Vendor and Professional Consultant Selection, and Purchasing regarding selection of professional consultants, staff evaluated the thirteen proposals and identified six that best fit the requested criteria according to their qualifications and rates.

Thirteen design firms submitted proposals by the June 5, 2018 deadline with average hourly rates that ranged from \$65 to \$165 with the firms below in bold providing the six most competitive proposals. See rate table below.

<b>Company Name</b>	<b>Location</b>	<b>Average Hourly Rate</b>
My House of Design	Austin, TX	\$65
<b>Mills Design</b>	<b>Mountain View, CA</b>	<b>\$72</b>
<b>Conifer Creative</b>	<b>Walnut Creek, CA</b>	<b>\$79</b>
<b>Alex Atkins Design Inc.</b>	<b>Palo Alto, CA</b>	<b>\$80</b>
<b>Eric Gouldsberry Design</b>	<b>San Jose, CA</b>	<b>\$88</b>
<b>Cartwright Design Studio</b>	<b>Montara, CA</b>	<b>\$90</b>
<b>Switky Communications Group</b>	<b>Menlo Park, CA</b>	<b>\$105</b>
Rootid	El Cerrito, CA	\$110
McCay Design	Monterey, CA	\$110
Lowercase Productions	San Francisco, CA	\$110
Zooka Creative	San Jose, CA	\$130
Project 6 Design	Emeryville, CA	\$145
Ideation	Gardena, CA	\$165

After reviewing work samples, references, client satisfaction, and hourly rates, staff selected six designers:

- Mills Design, Alex Atkins Design Inc., based on work product quality, accessibility, and quick turnaround at a low hourly rate for straightforward projects.
- Eric Gouldsberry Design based on high quality work samples, style, competitive hourly rate, and accessibility.
- Cartwright Design, Conifer Creative, and Switky Communications Group, based on environmental agency experience, creativity, style, work product quality, and accessibility.

When working on graphic design projects, staff will request quotes from a minimum of three of these designers to determine with the objective of selecting the most qualified consultant for a specific project at a price that is fair and reasonable.

The General Manager recommends awarding a contract for a term of up to four years to each of these six firms for an amount not-to-exceed \$100,000 (each) through FY2021-22. Contract amount was determined based on an anticipated amount of \$25,000 annually up to four years.

While Public Affairs does not anticipate spending the entire amount of all six of the contracts, the higher contract amounts will provide flexibility to choose which contractor is best suited for the design project within the restraints of a yearly annual budget. Multi-year contracts can be beneficial in cost savings on initial design creation, protection from escalating costs, and reduction of District staff time in yearly proposal preparation and review. Funds for the recommended contracts are included in the FY2018-19 Budget. Funds for subsequent fiscal years would be included in future budgets.

**FISCAL IMPACT**

Funding for the graphic design services contract has been included in the FY2018-19 Budget. Funds for subsequent fiscal years would be included in future budgets.

**PUBLIC NOTICE**

Public notice was provided as required by the Brown Act. No additional notice is required.

**CEQA COMPLIANCE**

This proposed action is not a project under the California Environmental Quality Act and no environmental review is required.

**NEXT STEPS**

Once Board approval is obtained, the graphic design services contracts would be executed, and Public Affairs staff would implement projects on an ongoing basis.

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