



Midpeninsula Regional
Open Space District

R-14-68
Meeting 14-10
April 9, 2014

AGENDA ITEM 5

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Contract for Graphic Design Services

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into two, one-year contracts for graphic design services, one with Design Concepts and a second with Alexander Atkins, Inc., for an amount not-to-exceed \$60,000 each, with the option to extend the contracts a second year subject to further Board approval.

SUMMARY

The District's Public Affairs Department conducts a competitive proposal process for District graphic design services every two years to select a firm(s) that can deliver high quality branded material effectively and efficiently. Typical projects needing design services include the District's quarterly newsletter, brochures, maps, event invitations, and other special projects. After reviewing work samples, references, client satisfaction, and hourly rates, the General Manager recommends awarding two contracts, one with Design Concepts, based on work product quality, accessibility, and quick turnaround at a very low hourly rate for straightforward projects, and a second with Alexander Atkins, Inc., based on design expertise, creativity, style, work product quality, accessibility, and equally quick turnaround time for projects needing special design skills. Each contract is recommended for an amount not to exceed \$60,000 for one year. The General Manager also recommends including the option to extend each contract for one additional year as long as consultant performance continues to meet District needs and standards. A future contract extension would return to the Board for approval in March 2015. Funds for both contracts are included in the FY2014-15 Budget. Funds for subsequent fiscal years would be included in future budgets.

DISCUSSION

District staff solicited requests for proposals for graphic design services through our website, by placing an ad in the San Jose Mercury News Legal Section, and asking other local agencies for recommendations, and received 8 proposals. Graphic design firms were asked to provide work samples, hourly cost estimates, a client list, and a website link. References and information regarding the graphic design firms' general background and qualifications were also requested. In weighing the decision on graphic design firms, Public Affairs balanced cost with full-service design that included specialized skills in photo imaging and industry best practices in design,

branding, and visual information and success in working with other clients, particularly in the District's region.

According to District Policy and State law, selection of professional services consultants, including graphic design firms, should be made on the basis of demonstrated competence and the professional qualifications necessary for the satisfactory performance of the required services. The proposals were carefully evaluated by staff to assess the qualifications of each proposer, including the quality of the work samples, prior design experience, and overall expertise. Hourly rates and other consultant costs were then considered. Of the 8 proposals received, average hourly costs ranged from \$65 to \$142 as shown below:

Firm Name	Location	Avg. Hourly Cost*	List of Prior Clients:
Design Concepts	Mountain View	\$ 65	Hospice of the Valley, Bay Meadows, Cancer prevention Institute of California
Cartwright Design Studio	Montara	\$ 75	San Mateo County Health Foundation, Marin Sanitary Services, San Mateo County Sherriffs Office
New Moon Visions	Aliso Viejo, CA	\$ 75	City of St. Louis, Downtown Plymouth, Downtown Petoskey
Classic Ink	Bozeman, MT	\$ 88	Moab Area Travel Council, Turner Endangered Species Fund, Gallatin County Health Department
Alexander Atkins Design Inc.	Palo Alto	\$ 92	Hidden Villa, The Town of Los Altos, The Happy Body
Taber Creative	Roseville, CA	\$ 117	Placer Valley, League Of California Cities, California Agricultural Export Council
Fortune2	San Jose	\$ 125	Santa Clara Valley Water District, Santa Clara County Parks, City of San Jose Parks
AKA Creative Group	Palo Alto	\$ 142	Peninsula Open Space Trust (POST), Stanford School of Earth Sciences, Symantec Corporation

* Average of three components of design work per hour: creative design; photo procession; production

Based on a thorough evaluation of all the proposals using the above-mentioned criteria, the General Manager recommends contracting with both Design Concepts and Alexander Atkins Design, Inc., for an amount not to exceed \$60,000 each. In addition, the General Manager recommends including the option to extend each contract for an additional year, subject to further Board approval. Based on general background and qualifications, both firms can deliver professional design services and consultation at an excellent value with a quick response rate. Staff would assign specific projects to each firm based on the goal and objective of the project and prior assigned District workload.

Although staff was impressed with the other design firms that submitted bids, none other than the two firms selected demonstrated a strong competitive advantage in either cost or design expertise. Moreover, the lack of timely face-to-face accessibility to discuss visual work products for those firms that are located out of the area raised concerns regarding their ability to meet tight schedules and provide the quick turnarounds, potentially delaying projects and incurring additional costs. Reliance on efficient communication and quick turnarounds is critical for the

District particularly at this time when the District is actively expanding its outreach and education in accordance with the Strategic Plan.

FISCAL IMPACT

Funding for graphic design services is included in the FY2014-15 budget and is split between the Public Affairs Department (\$80,200) and other District departments (\$39,800) which have special project requirements including the design of the final Vision Plan document.

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 for FY2014-15 would be executed, and Public Affairs staff would implement on an ongoing basis the publication projects planned for the fiscal year.

Responsible Department Head:
Shelly Lewis, Public Affairs Manager

Prepared by:
Peggy Koenig, Public Affairs Specialist