



Midpeninsula Regional  
Open Space District

R-15-55  
Meeting 15-07  
March 25, 2015

## AGENDA ITEM 5

### AGENDA ITEM

Contract Extension for Graphic Design Services for FY2015-16

### GENERAL MANAGER'S RECOMMENDATION

A handwritten signature in black ink, appearing to be "G.M.", is written over the end of the "GENERAL MANAGER'S RECOMMENDATION" header.

Authorize the General Manager to extend the contracts for graphic design services, one with Design Concepts and a second with Alexander Atkins, Inc., for an additional amount not-to-exceed \$60,000 each.

### SUMMARY

Based on excellent customer service and graphic design products rendered over the prior fiscal year, the General Manager recommends executing the District's option to extend graphic design services contracts with Design Concepts and Alexander Atkins, Inc., for an additional year, for an additional amount not-to-exceed \$60,000 each. This one-year option was included as part of the competitive proposal process that led to their selection in 2014. The upcoming FY2015-16 Budget includes sufficient funds for both contract extensions.

### DISCUSSION

The Public Affairs Department conducts a competitive proposal process for 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 quarterly newsletter, Open Space Views, brochures, maps, event invitations, and other special projects. A competitive proposal process for these services was conducted in 2014 for FY2014-15, which provided the option to extend the contracts through FY2015-16 as long as contractor performance continued to meet District needs and standards. On April 9, 2014 (see Report R-14-63), the Board authorized the General Manager to contract with Design Concepts and Alexander Atkins, Inc., for an amount not-to-exceed \$60,000 for each contract for FY2014-15. The District now has the option to extend these two contracts for a second year through FY2015-16. Based on experience, both firms deliver professional design services and consultation at an excellent value with a quick response rate. Both firms continue to produce high quality work while visually communicating the District's brand through high quality and industry recognized publications. Given the District's excellent experience with the quality and professional services provided by Design Concepts and Alexander Atkins Inc., the General Manager recommends a one-year extension of each contract for FY2015-16 for an amount not-to-exceed \$60,000 each. Prior to the end of this next fiscal year, the competitive proposal process will need to be conducted again.

**FISCAL IMPACT**

Funding for graphic design services is included in the FY2015-16 budget and is split between the Public Affairs Department (\$94,000) and other District departments (\$26,000) for special project requirements.

**BOARD COMMITTEE REVIEW**

Board Committee review is not required for this item.

**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**

If approved by the Board, the graphic design services contracts for FY2015-16 will be executed, and Public Affairs will implement on an ongoing basis the publication projects planned for the fiscal year.

Responsible Department Head:  
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