



Midpeninsula Regional
Open Space District

R-18-75
Meeting 18-27
June 27, 2018

AGENDA ITEM 8

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Award of Contract to Eric Gouldsberry Design for Graphic Design Services of District Annual Financial Reports including the Budget and Action Plan Report, and the Measure AA (MAA) Accountability Report

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into contract for graphic design services of the Budget and Action Plan Report, and the MAA Accountability Report with Eric Gouldsberry Design for an amount not-to-exceed \$70,000 through Fiscal Year (FY) 2021-22.

SUMMARY

The Public Affairs Department conducted a competitive proposal process for graphic design services. One of the typical projects needing design services includes annual financial reports such as the Action Plan and Budget Report, and the MAA Accountability Report. Based on a review of qualifications, design samples and estimated rates, Eric Gouldsberry Design (EGAD) is the most qualified firm to design the financial report projects at a fair and reasonable price. The General Manager recommends awarding a four-year contract to EGAD for an amount not-to-exceed \$70,000 through FY2021-22. Funds for this contract is included in the FY2018-19 Budget. Funds for subsequent fiscal years would be included in future budgets.

DISCUSSION

On May 15, 2018, District staff issued a Request for Proposals and Qualifications (RFPQ) for graphic design services including the Action Plan and Budget, and MAA Accountability Reports. The RFPQ was posted on the District website. District staff solicited requests for proposals through the website, an interested parties list, and referrals from partner agencies. Twelve designers submitted proposals by the June 5, 2018 deadline with average hourly rates ranging from \$65 to \$165 and total project estimates ranging from \$3,250 to \$33,000 per report.

Company Name	Location	Average Hourly Rate	Estimated Average Report Cost
My House of Design	Austin, TX	\$65	\$3,250
Mills Design	Mountain View, CA	\$72	\$6,465
Conifer Creative	Walnut Creek, CA	\$79	\$6,200
Alex Atkins Design Inc.	Palo Alto, CA	\$80	\$9,750
EGAD	San Jose, CA	\$88	\$7,800

Cartwright Design Studio	Montara, CA	\$90	\$16,671
Rootid	El Cerrito, CA	\$110	\$6,480
McCay Design	Monterey, CA	\$110	\$23,000
Lowercase Productions	San Francisco, CA	\$110	\$22,500
Zooka Creative	San Jose, CA	\$130	\$33,000
Project 6 Design	Emeryville, CA	\$145	\$9,062
Ideation	Gardena, CA	\$165	n/a

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 twelve proposals and identified this firm as the most qualified consultant at a price that is fair and reasonable.

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.

After reviewing work samples, references, rates and estimated project costs, Eric Gouldsberry Design (EGAD) was deemed the best fit for the project, based on quality of work samples of comparable projects, a structured project approach. EGAD provided a competitive hourly rate of \$88 and a total project estimate of \$7,800 per report. While not the lowest proposal for reports, EGAD has worked with the District in the past and provided high quality work products, and has a history of strong attention to detail. In addition, the firm is local, has a fair hourly rate, and experience working with environmental organizations.

The General Manager recommends awarding a contract for a term of up to four years for an amount not-to-exceed \$70,000 through FY2021-22. Contract amount was determined based on estimated project costs with a 25% contingency for an anticipated total of \$17,500 annually up to four years. 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 bid preparation and review. The District enters into multi-year contracts 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.

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

Following Board approval, staff will execute graphic design services contract with EGAD and implement projects on an ongoing basis.

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