



Midpeninsula Regional
Open Space District

R-22-82
Meeting 22-18
July 12, 2022

AGENDA ITEM 6

AGENDA ITEM

Awards of Contract to Five Firms for On-Call Graphic Design Services

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into five contracts for on-call graphic design services with Amy Made, Cartwright Design Studio, Eric Gouldsberry Art Direction, Lower Case Productions and Modiv Design, each for up to \$100,000 over a four-year term.

SUMMARY

Midpeninsula Regional Open Space District (District) Public Affairs staff conducted a competitive proposal process for on-call graphic design services. Typical projects needing design services include brochures, maps, fact sheets, logos, flyers, financial reports, signage and other special projects. To maximize flexibility and create opportunities for multiple firms, the General Manager recommends awarding on-call contracts to several qualified graphic designers. Amy Made, Cartwright Design Studio, Eric Gouldsberry Art Direction, Lower Case Productions and Modiv Design submitted the most qualified and economical proposals. The General Manager recommends awarding contracts to each of these firms for an amount not-to-exceed a total of \$100,000, for a term of up to four years. Sufficient funds are included in the FY23 budget for this fiscal year. Funds for subsequent fiscal years would be included in future budgets.

DISCUSSION

Board of Directors (Board) Policy 3.03, *Public Contract Bidding, Vendor, and Professional Consultant Selection, and Purchasing*, allows the District to enter into contracts for routine supplies and services. The policy provides that multiyear contracts can be entered into when appropriate and necessary to secure the best pricing or assure continuity of service, provided that the services are reviewed annually to assure the vendor is meeting District needs and remains at a competitive price.

On April 29, 2022, staff issued a Request for Proposals and Qualifications (RFPQ) for on-call graphic design services. Nine 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 nonprofits, as well as an ability and willingness to comply with the District's purchasing policies.

Staff evaluated the nine proposals and identified five as the most qualified, meeting the selection criteria for quality of work samples, experience with similar projects, comprehensiveness of the

response and overall estimated costs. Three of the firms selected have provided graphic design services to the District in previous years; two are new to the District. During the prior four years, the District held contracts with six designers. As information channels have transitioned from primarily printed formats toward digital-first formats, our graphic design needs and expenses have been reduced.

Proposals received are summarized in the table below, with the recommended vendors shown in ***bold italics***.

| Company Name | Location | Average Hourly Rate |
|--|---------------------------------|---------------------|
| <i>Amy Made</i> | <i>Oakland, CA</i> | <i>\$100</i> |
| <i>Cartwright Design Studio</i> | <i>Montara, CA</i> | <i>\$100</i> |
| Don't Be Jealous Studio | Los Angeles, CA | \$90 |
| <i>Eric Gouldsberry Art Direction</i> | <i>San Jose, CA</i> | <i>\$90</i> |
| Hans & Company | San Jose, CA | \$100 |
| Harrison Design LLC | Lakeland, FL | \$75 |
| <i>Lower Case Productions</i> | <i>San Francisco, CA</i> | <i>\$130</i> |
| <i>Modiv Design</i> | <i>Berkeley, CA</i> | <i>\$120</i> |
| We The Creative | Irvine, CA | \$140 |

Per Policy 3.03, *Public Contract Bidding, Vendor, and Professional Consultant Selection, and Purchasing*, professional consultant services are of a technical and professional nature, and, due to the nature of the services to be provided, do not readily fall within the “low bid” competitive bidding process. After reviewing complete proposal packages, staff selected five graphic design firms based on the quality of their work samples, their experience with similar projects and their overall project cost estimates, individual designer qualifications and perceived ability to complete anticipated projects. Collectively, the selected firms provide the range of services necessary across both lower cost production design and more expensive communication and design strategy. When working on projects requiring graphic design, staff strives to fit the project to the most appropriate designer, typically requesting quotes from several designers to determine 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 the top five most qualified firms shown above in ***bold italics***, for a total contract amount not-to-exceed \$100,000 each. The total contract amount is based on an anticipated spend of approximately \$25,000 annually during a four-year term. Having contracts set up with multiple firms provides flexibility in using the firm best suited for a given design project within yearly budget parameters.

FISCAL IMPACT

Funding for the graphic design services contracts has been included in the FY23 budget. Funds for subsequent fiscal years will be included in future budgets.

BOARD AND COMMITTEE REVIEW

None.

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

Upon Board approval of the General Manager's recommendation, staff will execute graphic design services contracts effective August 1, 2022, for ongoing use through FY26.

Responsible Department Head:
Korrine Skinner, Public Affairs Manager

Prepared by:
Natalie Jolly, Public Affairs Specialist II

Contact person:
Natalie Jolly, Public Affairs Specialist II