



Midpeninsula Regional
Open Space District

PROCUREMENT AGENDA ITEM

R-26-50
Meeting 26-12
April 22, 2026

AGENDA ITEM 4

AGENDA ITEM

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

GENERAL MANAGER'S RECOMMENDATION *den*

Authorize the General Manager to enter into three, four-year contracts for on-call graphic design services with Cartwright Design Studio, Eric Gouldsberry Art Direction and SIDE Studio for amounts not to exceed \$100,000 each.

DISCUSSION

Midpeninsula Regional Open Space District (District) conducted a competitive proposal process for on-call graphic design, illustration and artwork services. Typical projects needing design services include brochures, print newsletters, 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 three on-call contracts, each for a total amount not-to-exceed \$100,000 with four year terms, to the following qualified graphic designers: Cartwright Design Studio, Eric Gouldsberry Art Direction, and SIDE Studio.

BUDGET / FISCAL IMPACT

The recommended action has no immediate fiscal impact. If approved, funding for graphic design services will be recommended in future fiscal year budgets during the annual Budget and Action Plan process.

The current fiscal year budget contains:

- sufficient funds.
- insufficient funds; the next quarterly budget update will include a reallocation of unspent funds from other budgets to cover for this expenditure.
- insufficient funds; approval of this item requires a fiscal year budget augmentation.
- future fiscal year budgets will include additional funds to complete the contracted work.

Measure AA

- No, this contract is not part of a Measure AA project.
- Yes, this contract is part of a Measure AA project.

PROCUREMENT PROCESS AND SELECTION

On January 22, 2026, staff issued a request for proposals and qualifications (RFPQ) to provide on-call graphic design, illustration and artwork services. Proposers had the option to submit proposals for one or multiple services (graphic design, illustration and/or artwork services). District staff solicited requests for proposals through the BidNet Direct eProcurement system, which is accessible from openspace.org, and via emails to existing consultants and other interested parties.

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 District purchasing policies.

A selection committee of primary users of graphic design, illustration and artwork services evaluated the nine proposals and identified three graphic designers that best fit the selection criteria of quality of work, qualifications, approach and fair and reasonable costs. Of the chosen graphic designers, two of the firms selected have provided contract graphic design services to the District in previous years; one represents a consultant that is new to the District. Three of the District's previous five long-term designers declined to participate in this solicitation for proposals.

Nine design firms submitted proposals by the February 11, 2026, deadline with average hourly rates that ranged from \$50 to \$150. After reviewing complete proposal packages, staff selected three graphic design firms based on their individual qualifications and collective ability to provide the range of services and cost considerations for both creative communications strategy and effective and efficient production design.

Company Name	Location	Average Hourly Rate
Haley Grunloh	New Haven, CT	\$56
SIDE Studio	Columbus, OH and San Francisco, CA.	\$90
Eric Gouldsberry Art Direction	Washington, UT	\$100
Kaelin O'Hare	Mount Hermon, CA	\$50
24K Designz	San Diego, CA	\$150
Red Bear Films Inc.	Los Angeles, CA	\$113
We The Creative	Irvine, CA	\$120
Cartwright Design Studio	Montara, California	\$110
Percolate	Berkeley, CA	\$115

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 specific project at a price that is fair and reasonable.

Multi-year contracts provide cost savings benefits on initial design creation as consultants become familiar with the District's brand, help protect the District from escalating costs, and

reduce considerable staff time to otherwise conduct annual proposal solicitations. The General Manager recommends awarding a contract for a term of four years to each of these three firms for an amount not-to-exceed \$100,000.

PRIOR BOARD ACTION SUPPORTING THE PROJECT

None

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

This item is not a project subject to the California Environmental Quality Act.

NEXT STEPS

Upon Board approval of the General Manager’s recommendation, staff will execute a graphic design services contract with SIDE Studio effective July 1, 2026, for ongoing use through FY30. Cartwright Design Studio and Eric Gouldsberry Art Direction currently have contracts with the District that expire on July 31, 2026. Staff will execute graphic design services contracts with Cartwright Design Studio and Eric Gouldsberry Art Direction effective August 1, 2026, for ongoing use through FY30.

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