



Midpeninsula Regional  
Open Space District

R-11-37  
Meeting 11-10  
April 27, 2011

## **AGENDA ITEM 6**

### **AGENDA ITEM**

Authorization to Extend the Existing Contract with Design Concepts for Graphic Design Services for a Portion of Fiscal Year 2011-2012

### **GENERAL MANAGER'S RECOMMENDATION**

Authorize the General Manager to extend the existing contract for graphic design services with Design Concepts for a portion of Fiscal Year (FY) 2011-12 for an amount not to exceed \$40,000.00.

### **SUMMARY**

Consistent with District policy and practice, staff obtained proposals for graphic design services that would have begun in FY2011-12, with the option for extensions for FY2012-13 and FY 2013-14 subject to Board approval. However, the District cannot move forward to implement a new graphic design services contract at this time because the District's project manager will be on an approximately six-month leave. Therefore, staff is recommending that the existing contract be extended for a portion of FY2011-12 until the project manager returns, at which point another Request for Proposal process will be conducted.

### **DISCUSSION**

The District's Public Affairs Department conducts a competitive proposal process for District graphic design services every three years. The District also contracts for related printing and mailing services as part of the same services contract cycle. FY2010-11 represented the third year for the graphic design services contract originally approved by the Board in FY2008-09.

District staff solicited Requests for Proposals for graphic design services from six firms and received five proposals. However, during the proposals review process, staff determined that the District cannot move forward to implement a new graphic design services contract at this time, as the District's project manager for this contract will be on an approximately six-month leave. The graphic design services contract requires significantly greater individualized attention than other service provider contracts and as the District's graphic design and print production materials require consistency, staff has determined that it would not be in the best interest of the District to establish a new contract for graphic design services during this time. As a result, when the project manager returns to the District in the fall, another Request for Proposals for

graphic design services will be conducted, and the participating firms from the January 2011 Request for Proposals process will be encouraged to re-submit their proposals for consideration.

Based upon the above, staff recommends extending the existing contract with Design Concepts for a portion of FY2011-12 (approximately eight months) for an amount not to exceed \$40,000.00 (which represents approximately two thirds of the District's total graphic design services budget for FY2011-12; the total budget available for FY2011-12 is \$58,514.00). Following the second Request for Proposals process for graphic design services (to be conducted when the project manager returns to the District), staff will return to the Board with a recommendation for contracting with a graphic design services firm.

### **FISCAL IMPACT**

Approval of the recommended action will not result in any unbudgeted expenses. Of the \$58,514 budgeted for graphic design services in FY2011-12, approximately \$40,000 would be allocated for the initial contract extension. The remaining \$18,514 (approximate) would be available for the subsequent RFP process after the project manager returns. While this amount is below \$25,000 and technically falls under the General Manager's signing authority, this smaller contract will be brought before the Board as it has a strong probability of resulting in a multi-year commitment.

### **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 (CEQA) and no environmental review is required.

### **NEXT STEPS**

Once Board approval is obtained, the current graphic design services contract will be extended for a portion of FY2011-12, and Public Affairs staff will implement on an ongoing basis the graphic design projects planned during that time. Upon the return of the project manager, the District will release an RFP for the remainder of FY2011-12 and two potential one-year contract extensions.

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