To: Honorable Mayor and Members of the City Council  
From: Dee Williams-Ridley, City Manager  
Submitted by: Melissa McDonough, Senior Management Analyst, City Manager’s Office  
Subject: On-Call Graphic Design Services Contracts

RECOMMENDATION
Adopt eight Resolutions authorizing the City Manager to approve contracts and any amendments with the following firms for on-call graphic design and/or illustration services for a total contract period of three years:

1. Bess Design in an amount not to exceed $75,000; and
2. Celery Design Collaborative in an amount not to exceed $75,000; and
3. Finley Digital in an amount not to exceed $75,000; and
4. Identafire in an amount not to exceed $75,000; and
5. Kate Saker in an amount not to exceed $75,000; and
6. lowercase productions in an amount not to exceed $75,000; and
7. Pushcart Design in an amount not to exceed $75,000; and
8. Uptown Studios in an amount not to exceed $75,000.

FISCAL IMPACTS OF RECOMMENDATION
Staff will identify funding for these projects as need arises. Staff will initiate work with a contracted vendor only after necessary funds are available and appropriated.

CURRENT SITUATION AND ITS EFFECTS
Throughout the City, departments hire graphic design and/or illustration consultants to support a variety of programs and projects. These include situations where the nature of the work is specialized. Because these services are often needed with little notice and on a tight-timeline, the recommended on-call contracts provide the organization the flexibility to timely secure design services. Additionally, by creating a bench of on-call services to draw from, it allows all departments to draw on these services, rather than
having each department undergo a parallel contracting process. In this way, developing a bench of on-call graphic design services helps advance our citywide Strategic Plan goal to provide an efficient and financially-health City government.

BACKGROUND
A request for proposals (RFP) was issued on June 26, 2019 seeking qualified firms or individuals to provide graphic design and/or illustration services on an as-needed basis. On July 23, 2019, the City received eleven proposals. A panel of City staff reviewed the proposals and selected the eight firms listed above as best meeting the needs expressed and criteria listed in the RFP.

ENVIRONMENTAL SUSTAINABILITY
Developing an on-call bench for graphic design services reduces the need for processing individual staff reports and contracts in each department, thus reducing paper, and supporting the City’s environmental sustainability goal to achieve zero waste sent to landfills.

RATIONALE FOR RECOMMENDATION
RFP submittals were competitively reviewed and scored. Staff selected those firms and individuals deemed best qualified to meet the City’s needs and selection criteria.

ALTERNATIVE ACTIONS CONSIDERED
Having individual departments seek contracts or services on an ad-hoc as needed basis. This can create duplication of effort and costs (e.g., in terms of staff time).

CONTACT PERSON
Melissa McDonough, Senior Management Analyst, City Manager’s Office, 510-981-7402

Attachments:
1: Resolution to Contract with Bess Design
2: Resolution to Contract with Celery Design Collaborative
3: Resolution to Contract with Finley Digital
4: Resolution to Contract with Identafire
5: Resolution to Contract with Kate Saker
6: Resolution to Contract with lowercase productions
7: Resolution to Contract with Pushcart Design
8: Resolution to Contract with Uptown Studios
RESOLUTION NO. ##.###-N.S.

CONTRACT: BESS DESIGN FOR ON-CALL GRAPHIC DESIGN SERVICES

WHEREAS, on June 26, 2019, the City released a Request for Proposals (Specification No. 19-11319-C) seeking respondents to provide on-call graphic design services; and

WHEREAS, on July 23, 2019, the City received eleven submissions that were reviewed and rated; and

WHEREAS, the submission from Bess Design was found to be fully qualified and responsive to the City’s request; and

WHEREAS, funding will be identified and requested for appropriation as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to approve a contract and any amendments with Bess Design for on-call graphic design services for the contract period of November 1, 2019 through November 1, 2022 in an amount not to exceed $75,000. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.
RESOLUTION NO. ##.###-N.S.

CONTRACT: CELERY DESIGN COLLABORATIVE FOR ON-CALL GRAPHIC DESIGN SERVICES

WHEREAS, on June 26, 2019, the City released a Request for Proposals (Specification No. 19-11319-C) seeking respondents to provide on-call graphic design services; and

WHEREAS, on July 23, 2019, the City received eleven submissions that were reviewed and rated; and

WHEREAS, the submission from Celery Design Collaborative was found to be fully qualified and responsive to the City’s request; and

WHEREAS, funding will be identified and requested for appropriation as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to approve a contract and any amendments with Celery Design Collaborative for on-call graphic design services for the contract period of November 1, 2019 through November 1, 2022 in an amount not to exceed $75,000. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.
RESOLUTION NO. ##.###-N.S.

CONTRACT: FINLEY DIGITAL FOR ON-CALL GRAPHIC DESIGN SERVICES

WHEREAS, on June 26, 2019, the City released a Request for Proposals (Specification No. 19-11319-C) seeking respondents to provide on-call graphic design services; and

WHEREAS, on July 23, 2019, the City received eleven submissions that were reviewed and rated; and

WHEREAS, the submission from Finley Digital was found to be fully qualified and responsive to the City’s request; and

WHEREAS, funding will be identified and requested for appropriation as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to approve a contract and any amendments with Finley Digital for on-call graphic design services for the contract period of November 1, 2019 through November 1, 2022 in an amount not to exceed $75,000. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.
RESOLUTION NO. ##,###-N.S.

CONTRACT: IDENTAFIRE FOR ON-CALL GRAPHIC DESIGN SERVICES

WHEREAS, on June 26, 2019, the City released a Request for Proposals (Specification No. 19-11319-C) seeking respondents to provide on-call graphic design services; and

WHEREAS, on July 23, 2019, the City received eleven submissions that were reviewed and rated; and

WHEREAS, the submission from Identafire was found to be fully qualified and responsive to the City’s request; and

WHEREAS, funding will be identified and requested for appropriation as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to approve a contract and any amendments with Identafire for on-call graphic design services for the contract period of November 1, 2019 through November 1, 2022 in an amount not to exceed $75,000. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.
RESOLUTION NO. #.###-N.S.

CONTRACT: KATE SAKER FOR ON-CALL GRAPHIC DESIGN SERVICES

WHEREAS, on June 26, 2019, the City released a Request for Proposals (Specification No. 19-11319-C) seeking respondents to provide on-call graphic design services; and

WHEREAS, on July 23, 2019, the City received eleven submissions that were reviewed and rated; and

WHEREAS, the submission from Kate Saker was found to be fully qualified and responsive to the City’s request; and

WHEREAS, funding will be identified and requested for appropriation as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to approve a contract and any amendments with Kate Saker for on-call graphic design services for the contract period of November 1, 2019 through November 1, 2022 in an amount not to exceed $75,000. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.
RESOLUTION NO. ##.###-N.S.

CONTRACT: LOWERCASE PRODUCTIONS FOR ON-CALL GRAPHIC DESIGN SERVICES

WHEREAS, on June 26, 2019, the City released a Request for Proposals (Specification No. 19-11319-C) seeking respondents to provide on-call graphic design services; and

WHEREAS, on July 23, 2019, the City received eleven submissions that were reviewed and rated; and

WHEREAS, the submission from lowercase productions was found to be fully qualified and responsive to the City’s request; and

WHEREAS, funding will be identified and requested for appropriation as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to approve a contract and any amendments with lowercase productions for on-call graphic design services for the contract period of November 1, 2019 through November 1, 2022 in an amount not to exceed $75,000. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.
RESOLUTION NO. ##,###-N.S.

CONTRACT: PUSHCART DESIGN FOR ON-CALL GRAPHIC DESIGN SERVICES

WHEREAS, on June 26, 2019, the City released a Request for Proposals (Specification No. 19-11319-C) seeking respondents to provide on-call graphic design services; and

WHEREAS, on July 23, 2019, the City received eleven submissions that were reviewed and rated; and

WHEREAS, the submission from Pushcart Design was found to be fully qualified and responsive to the City’s request; and

WHEREAS, funding will be identified and requested for appropriation as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to approve a contract and any amendments with Pushcart Design for on-call graphic design services for the contract period of November 1, 2019 through November 1, 2022 in an amount not to exceed $75,000. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.
RESOLUTION NO. ##,###-N.S.

CONTRACT: UPTOWN STUDIOS FOR ON-CALL GRAPHIC DESIGN SERVICES

WHEREAS, on June 26, 2019, the City released a Request for Proposals (Specification No. 19-11319-C) seeking respondents to provide on-call graphic design services; and

WHEREAS, on July 23, 2019, the City received eleven submissions that were reviewed and rated; and

WHEREAS, the submission from Uptown Studios was found to be fully qualified and responsive to the City’s request; and

WHEREAS, funding will be identified and requested for appropriation as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to approve a contract and any amendments with Uptown Studios for on-call graphic design services for the contract period of November 1, 2019 through November 1, 2022 in an amount not to exceed $75,000. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.