



SUMMARY REPORT

Agenda Date: 1/5/2021

To: Sonoma County Board of Supervisors

Department or Agency Name(s): General Services

Staff Name and Phone Number: Signe Sugiyama, Purchasing Agent - 565-3087

Vote Requirement: Majority

Supervisorial District(s): n/a

Title:

As-Needed Graphic Design Blanket Purchase Order Agreements

Recommended Action:

A) Authorize the Purchasing Agent to execute multiple Blanket Purchase Order Agreements for as-needed graphic design services. Agreements will be for a one (1) year term, with the option to extend for four (4) additional one (1) year periods, providing that extensions are agreeable to both parties.

B) Authorize the Purchasing Agent, and designees, to issue work requests and option extensions pursuant to the amendments, contingent on availability of sufficient funding for such services. □

Executive Summary:

General Services is proposing the County enter into multiple Blanket Purchase Order Agreements to make graphic design services available for all County departments (and affiliated public entities, such as Sonoma County Water Agency). The proposed Agreements have no guaranteed minimum or maximum amounts of usage and will be used based on identified need. These Agreements will facilitate ease of access and achieve administrative efficiency for departments using the graphic design services.

Discussion:

Background

County departments regularly use graphic design services. The proposed Agreements will establish contracts with qualified suppliers for graphic design services. Departments use graphic design services for everyday business. In addition, graphics design services have also been used multiple times during disasters where signage was needed for needs such as local assistance centers and COVID testing directional signage.

Procurement

The Purchasing Division issued a Request for Proposal (RFP) soliciting submittals from five hundred and fifty (550) potential bidders for graphic design services. Twenty-one (21) proposals were received and evaluated based on the following criteria: ability to perform services; professional qualifications; demonstrated history of providing similar services to comparable entities; quality and originality of work samples; diversity of skillset; ability to produce public facing materials in both English and Spanish; ability to product ADA compliant materials; accommodating work schedule/ability to work non-conventional hours in disasters; quality of work as verified by references; willingness to accept the County's terms and conditions; and cost relative to scope of services.

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Proposals were sought (including by adhering to corresponding procurement rules) for disaster-related services that are expected to be federally-reimbursed (*e.g.*, Federal Emergency Management Agency-related) and for every day, non-disaster services (*i.e.*, not federally reimbursed).

With the input of graphic design services high user county departments/agencies including the County's Strategic Communications Team, the General Services Purchasing Agent recommends that the County enter into a Blanket Purchase Order Agreements with the following eight (8) suppliers based on the evaluation committee recommendations.

1. Sartin Denny Productions (Both non-disaster and disaster agreements)
2. Hive by Flannel (Both non-disaster and disaster agreements)
3. A Bright Idea (Non-disaster agreement only)
4. Jovenville (Both non-disaster and disaster agreements)
5. Uptown Studios (Both non-disaster and disaster agreements)
6. Pat Davis Design Group (Both non-disaster and disaster agreements)
7. Belinda Fernandez (Non-disaster agreement only)
8. lowercase Productions (Both non-disaster and disaster agreements)

Prior Board Actions:

None

FISCAL SUMMARY

Expenditures	FY 20-21 Adopted	FY21-22 Projected	FY 22-23 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources			

Narrative Explanation of Fiscal Impacts:

Exact fiscal impact depends on the actual use of these services. The estimated cost of these services based on historic trends is approximately \$150,000 and are covered within departments and agencies operational budgets. □

Staffing Impacts:

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Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

Attachment 1 - Sample Blanket Purchase Order Agreement

Attachment 2 - Sample Blanket Purchase Order Agreement-Federal Provisions

Attachment 3 - FEMA Rider-Exhibit D Graphic Design

Related Items "On File" with the Clerk of the Board:

Request For Proposal (RFP)