



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: June 4, 2008

FR: Executive Director

W.I.: 1112

RE: Contract Amendment – Design and Production Services: Finger Design Associates

In August 2006, MTC issued a Request for Qualifications (RFQ) for Design Services, with the goal of (a) selecting a primary consultant to design and produce MTC's *Transactions* newsletter and annual report and certain other high-profile projects, and (b) establishing a pool of other designers eligible to work on future print, signage, logo, display and Web design projects. The RFQ called for securing services for the 2006-07 fiscal year, with the option of renewing for two additional years, through June 2009 (a three-year period in total). The outside design consultants help to ease the pressure on MTC's in-house graphics team and keep our flagship publications and other projects on track.

In September 2006, MTC awarded the contract for the primary design consultant in the amount of \$160,000 to Finger Design Associates of Oakland, Calif., and in July of 2007, we renewed the contract for the 2007-08 fiscal year in an amount not to exceed \$180,000. We are recommending that the Executive Director renew the contract with Finger Design Associates for the 2008-09 fiscal year to work on the *Transactions* newsletter, the annual report, an update to the Moving Costs Funding Guide, and T-2035, among other projects. Note that the Administration Committee also previously approved the following four firms to be in the pool of designers to handle future, as yet unspecified, projects through June of 2009:

- i. Finger Design Associates, Oakland, Calif.
- ii. Irene Nelson Design of Oakland, Calif.
- iii. Patricia Bruning Design of Berkeley, Calif.
- iv. Cuttriss & Hambleton of Berkeley, Calif.

Subject to FY 2008-09 budget approval, the amount currently available for design services in the upcoming fiscal year is \$200,000. We recommend that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Finger Design Associates in an amount not to exceed \$200,000.

Steve Heminger

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 1112

Consultant(s): Finger Design Associates, Oakland, California

Work Project Title: Design and Production Services – Principal Designer

Purpose of Project: Serve as principal designer: Provide design and production services in of FY 2008-09.

Brief Scope of Work: Art direct bimonthly newsletter and annual report, Moving Costs and the Regional Transportation Plan, and secure photos and illustrations, provide production services, conduct press checks and other tasks as directed.

Project Cost Not to Exceed: \$200,000 for 2008-09

Funding Source: TDA

Fiscal Impact: Project is included in proposed MTC/BATA 2008-09 budgets.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Finger Design Associates to provide design and production services for *Transactions*, the annual report, the Regional Transportation Plan and other high profile projects through June 2009, and the Chief Financial Officer is directed to set aside funds up to \$200,000 for such amendment subject to approval of the 2008-09 yearly budget.

Administration Committee:

Bob Blanchard, Chair

Approved: Date: June 11, 2008