



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: September 4, 2013

FR: Deputy Executive Director, Policy

W. I. 1112 & 1121

RE: Contract – General Design Services: Finger Design Associates (\$175,000)

This memorandum requests Committee approval of a contract for general design services with Finger Design Associates for FY 2013-14 in an amount not to exceed \$175,000.

Background:

In November 2012, MTC issued a Request for Qualifications (RFQ) for design services for MTC, BATA, and SAFE including OneBayArea, with the goal of establishing a bench of qualified consultants to handle a variety of print and electronic design/production/programming tasks through June of 2016. The outside design consultants provide backup to MTC's in-house graphics team in order to keep high-profile publications and web projects on track, and to bring expertise to complex projects. With respect to specific design projects, the RFQ provided MTC with the option of issuing an informal Request for Proposals, or directly entering into a contract with a firm on the panel.

Consultant Selection Process:

As a result of the RFQ, in February of 2013, the Administration Committee approved a panel consisting of the following six firms: MetaDesign, Visual Strategies, Inc., L Studio, MIG, Inc., Civic Resources Group, and Finger Design Associates, which was incorrectly identified at the time of panel approval as Finger Design/Mediatrope, LLC.

At this time, staff anticipates undertaking a number of print and electronic graphic design/production projects in FY 2013-14, including the final PlanBayArea, special issues of the *Transactions* newsletter, a redesign of our e-newsletter, materials for BATA, the annual report, brochures, exhibits and the like. Staff seeks authority to enter into a contract with Finger Design Associates for this work, based on the high quality of its team, the many years of relevant experience of team members, high quality work samples, familiarity with MTC and working with other government agencies, and reasonable pricing.

Recommendation:

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Finger Design Associates for \$175,000 this fiscal year for general design projects in 2013-14, with the option of renewing this contract for two additional years through June 2016, in one year increments.



Ann Flemer

BK:AF

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1112 & 1121

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

Work Project Title: Print and electronic design and production services

Purpose of Project: Provide design, consultation and production services for MTC's high-profile publications such as the annual report, Regional Transportation Plan, electronic publications and web sites.

Brief Scope of Work: Art direct publications; secure photos and illustrations for publications; art direct photographers and illustrators; provide production services; conduct press checks; provide design consultations for various websites and electronic publications; exhibit services and related collateral; and other tasks as directed.

Project Cost Not to Exceed: \$175,000

Funding Source: TDA and bridge tolls

Fiscal Impact: Funding is included in FY 2013-14 MTC budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Finger Design Associates to provide print and electronic design and production services through June 2014 with the option of renewing for two additional years through June 30, 2016, in one-year increments subject to the approval of future budgets as described above and in the Executive Director's September 4, 2013 memorandum, and the Chief Financial Officer is directed to set aside \$175,000 for this contract in FY 2013-14.

Administration Committee: _____
Adrienne J. Tissier, Chair

Approved: Date: September 11, 2013