



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Agenda Item 2c

Memorandum

TO: Administration Committee

DATE: March 4, 2015

FR: Executive Director

W. I. 1112

RE: Contract Amendment – General Design Services: Finger Design Associates (\$60,000)

This memorandum requests the Committee's approval to enter into a contract amendment in an amount not to exceed \$60,000 with Finger Design Associates to provide graphic design services for a variety of print and online publications and sites.

Background

In November 2012, MTC issued a Request for Qualifications (RFQ) for design services for MTC, BATA and MTC SAFE, with the goal of establishing a bench of qualified consultants to handle a variety of print and electronic design/production/programming tasks through June 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.

As a result of the RFQ, in February 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. This panel was authorized for FY 2012-13, and renewable for three additional fiscal years.

In September 2013, the Committee gave staff approval to enter into a contract with Finger Design Associates in the amount of \$175,000 for a core set of print and digital projects, 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. This authorization was for FY 2013-14, and renewable for two additional years.

In July 2014, the Finger Design Associates contract was amended under the Executive Director's authority to add \$75,000 to cover services in FY 2014-15. The contract was subsequently amended in December 2014 to add \$25,000 for the current fiscal year. In summary, a total of \$100,000 was added in FY 2014-15 under the Executive Director's authority, bringing the total contract amount to \$275,000 over its two-year life. Staff now requests Committee authorization to add an additional \$60,000 for the current fiscal year, for a total contract amount of \$335,000.

Scope of Work

Projects that anticipated during the period covered by this procurement include the draft and final Plan Bay Area, a redesign and regular production of the agency's email newsletter, branding/logo projects, and a variety of other high-profile publications and digital media.

Consultant's DBE Status

Based in Oakland, Calif., Finger Design is a woman-owned small business. Attachment A includes a summary of Finger Design and its project team's small business and disadvantaged business enterprise status.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to a negotiate and enter into a contract amendment with Finger Design Associates in an amount not to exceed \$60,000 for general design projects in FY 2014-15.



Steve Heminger

BK:SH

Attachment A

Table of Finger Design's DBE Status

		DBE* Firm			SBE** Firm		
Firm Name	Role on Project	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Finger Design	X	30575				X***
Subcontractors	Kalamuna Design			X			
	KimberLeigh Schartz			X			

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California

***NOTE: Finger Design is designated as SBE by several local governmental entities:

-LIA/SBE/VSBE #6171 with Port of Oakland.

Definitions: LIA (Local Impact Area) / SBE (Small Business Enterprise)/VSBE (Very Small Business Enterprise)

-SLBE (Small Local Business Enterprise) with the city of Oakland

-Local, Small Local and Very Small Local Business Enterprise with the Alameda County Transportation Commission.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1112

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: \$60,000 for current amendment #3
Previously approved agreement = \$275,000
Total approved contract amount based on this action = \$335,000

Funding Source: TDA and bridge tolls

Fiscal Impact: Funding is included in FY 2014-15 MTC budget

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 print and electronic design and production services through June 2015 with the option of renewing for one additional year through June 30, 2016, subject to the approval of future budgets as described above and in the Executive Director's March 4, 2015, memorandum, and the Chief Financial Officer is directed to set aside \$60,000 for this contract amendment in FY 2014-15.

Administration Committee: _____
Adrienne J. Tissier, Chair

Approved: Date: March 11, 2015