



# CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

# R-16

333 W. OCEAN BLVD, 3<sup>RD</sup> FLOOR • LONG BEACH, CALIFORNIA 90802 • (562) 570-5237 • FAX: (562) 570-6068

October 20, 2015

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt Specifications No. RFP DV15-124 for as-needed graphic design and creative services; award contracts to Bradfield Design, of Long Beach, CA; Cutter & Company, of Fountain Valley, CA; ETA Advertising, Inc., of Long Beach, CA; Jadi Communications, of Laguna Beach, CA; MadPlanet, LLC, of Long Beach, CA; Nostrum, Inc., of Long Beach, CA; The KAP Agency, of Long Beach, CA; and We the Creative, of Newport Beach, CA, in an annual aggregate amount not to exceed \$795,000 for a period of two years, with the option to renew for two additional one-year periods at the discretion of the City Manager; and

Authorize the City Manager to execute all documents necessary to enter into the contracts, including any necessary amendments thereto relative to extending the terms, changing the contract dollar amounts, changing the scope of services, if required, within the provisions of the contracts, and adjusting the fee schedules for inflation, all provided that the annual aggregate total amount of contract authority is not exceeded. (Citywide)

## DISCUSSION

City Council approval is requested to enter into contracts with eight recommended firms to provide as-needed graphic design and creative services for a variety of print materials and interactive media to support the City's marketing and communication efforts. Outside professional firms will be used to provide services such as graphic design, copy development, copy editing and production for a variety of print materials/public information pieces, interactive media, and other related products. A collection of qualified, readily available professional firms will provide specialized skills and expertise in areas in which the City is deficient and will assist in expediting especially critical projects.

The firms will be retained on an as-needed basis via the issuance of contracts and purchase orders for negotiated services. Consultants and staff will agree on each project's detailed scope of work and compensation prior to initiating any work.

RFP No. DV15-124 was advertised in the Press-Telegram on June 8, 2015, and 3,711 potential proposers specializing in professional graphic design and creative services were notified. Of those potential proposers, 95 downloaded the RFP via the Purchasing Division's electronic bid system. The RFP was made available from the Purchasing

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Division located on the seventh floor of City Hall, and the Division's website at [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing). An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 22 groups that represent local, minority and women-owned businesses. On July 13, 2015, 21 proposals were received. Of those 21 proposals, two were Disadvantaged Business Enterprises (DBEs), three were Minority-owned Business Enterprises (MBEs), five were Women-owned Business Enterprises (WBEs), 13 were certified Small Business Enterprises (SBEs), and nine were Long Beach businesses (Local).

The submitted proposals were reviewed and evaluated by representatives from the Department of Development Services and the City Manager's Office. It was determined that the following eight firms submitted the most qualified and responsive proposals based upon the criteria specified in the RFP:

Recommended Firms	DBE	MBE	SBE	WBE	Local
Bradfield Design Long Beach, CA	-	-	-	-	X
Cutter & Company Fountain Valley, CA	-	-	-	-	-
ETA Advertising, Inc. Long Beach, CA	X	-	X	X	X
Jadi Communications Laguna Beach, CA	-	-	X	X	-
MadPlanet, LLC Long Beach, CA	-	-	X	-	X
Nostrum, Inc. Long Beach, CA	-	-	X	X	X
The KAP Agency Long Beach, CA	-	-	X	-	X
We the Creative Newport Beach, CA	X	X	X	-	-

These finalists offer the City a diverse group of on-call graphic design and creative services firms from which to select. Each firm brings experience and different perspectives to provide a variety of print materials/public information pieces and interactive media. This will be beneficial to the many City departments that will utilize the services in meeting the goals and objectives of developing collateral material, including enterprise departments, such as the Harbor Department and the Airport.

### **Local Business Outreach**

In an effort to align with our outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division assists businesses with registering on the Bids Online database to download RFP specifications. Through outreach, 419 Long Beach vendors were notified to submit proposals, of which 23 downloaded and nine submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

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This matter was reviewed by Deputy City Attorney Linda Vu on September 17, 2015, and by Budget Management Officer Victoria Bell on September 30, 2015.

TIMING CONSIDERATIONS

City Council action to adopt Specifications No. RFP DV15-124 and award contracts concurrently is requested on October 20, 2015, to ensure that the contracts are in place expeditiously.

FISCAL IMPACT

The aggregate annual contract expense will not exceed \$795,000 for a two-year term with two annual renewal options at the discretion of the City Manager. The contract authority is an estimate based on anticipated creative service needs for a variety of projects throughout the City. The cost for these services is budgeted in the various departments using existing appropriations. No appropriation increase is required at this time. The award of these contracts will provide continued support to the City's local economy by assisting in the preservation of employment for 22 full-time employees and three part-time employees working in Long Beach.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



AMY J. BODEK, AICP  
DIRECTOR OF DEVELOPMENT SERVICES



JOHN GROSS  
DIRECTOR OF FINANCIAL MANAGEMENT

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APPROVED:

  
PATRICK H. WEST  
CITY MANAGER