C-9

January 7, 2020

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

> Authorize the City Manager, or designee, to execute all documents necessary to amend agreements with Armijo Enterprises, Inc., dba Bradfield Design, of Long Beach, CA; Thomas R. Cutter, dba Cutter and Company, of Fountain Valley, CA; ETA Advertising, Inc., of Long Beach, CA; Jadi Communications, of Laguna Beach, CA; Mad Planet, LLC, of Long Beach, CA; Nostrum, Inc., of Long Beach, CA; Keith A. Krupp, dba The KAP Agency, of Long Beach, CA, and, Jovenville, LLC, dba We the Creative, of Newport Beach, CA, for as-needed graphic design and creative services; to increase the annual aggregate contact amount by $350,000, for a revised total annual aggregate amount not to exceed $1,145,000; and extend the term of the contracts to July 31, 2020. (Citywide)

DISCUSSION

City Council approval is requested to increase and extend the contracts for as-needed graphic design and creative services.

At its meeting on October 20, 2015, the City Council adopted Specifications No. RFP DV15-124 for as-needed graphic design and creative services; authorized agreements with Armijo Enterprises, Inc., dba Bradfield Design, Thomas R. Cutter, dba Cutter and Company, ETA Advertising, Inc., Jadi Communications, Mad Planet, LLC, Nostrum, Inc., Keith R. Krupp, dba The KAP Agency, and Jovenville, LLC, dba We the Creative (professional firms); and authorized an annual aggregate amount not to exceed $795,000 for a two-year term, with the option to renew for two additional one-year periods.

The City has commonly used specialized professional firms to provide services such as graphic design, marketing, branding, copy editing, production, and informational materials for both print and digital distribution. Having a collection of qualified, readily available professional firms to provide specialized skills and subject matter expertise assists in expediting critical projects and brings creative and impactful messaging to the public.

All of the professional firms mentioned above are currently engaged in projects with various City departments that could not be completed by the current contract term expiration date of November 30, 2019. The Department of Development Services has prepared a new Request for Proposal (RFP) for as-needed graphic design and creative

services. Staff intends to complete the new RFP for graphic design and creative services before the expiration of the extended term. An additional aggregate authority in the amount of $350,000 is requested to complete current projects and provide funding for new projects that may be needed while staff completes the new solicitation for graphic design and creative services.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinely on November 25, 2019, by Purchasing Agent Tara Yeats on December 3, 2019, and by Budget Analysis Officer Julissa José-Murray on December 4, 2019.

TIMING CONSIDERATIONS

City Council action is requested on January 7, 2020, to ensure communication materials are produced in time to meet event deadlines.

FISCAL IMPACT

The requested action extends the term of the contracts and increases authority by $350,000, for a revised total aggregate amount not to exceed $1,145,000. Appropriation increase is not requested at this time. Each work order will be funded by the requesting department for each particular project, as the need arises. Each department is responsible for payment of services rendered and managing the expenditures within their budgets. This recommendation has no staffing impacts beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. The number of additional local jobs associated with this recommendation is unknown.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

Linda J. Tatum

LINDA F. TATUM, FAICP
DIRECTOR OF DEVELOPMENT SERVICES

APPROVED:

THOMAS B. MODICA
ACTING CITY MANAGER