

MOTION NO. M2018-134
On-Call Contract for Graphic Design Services

MEETING:	DATE:	TYPE OF ACTION:	STAFF CONTACT:
Operations and Administration Committee	11/01/2018	Final Action	Craig Davison, Executive Director Communications and External Affairs Elizabeth Trunkey, Design Manager

PROPOSED ACTION

Authorizes the chief executive officer to execute a one-year contract with three one-year options with FCV USA, Inc. to provide on-call graphic design services for a total authorized contract amount not to exceed \$538,480.

KEY FEATURES SUMMARY

- Sound Transit’s in-house design team requires additional design support services during high workload periods.
- The on-call contract will provide design services on a task order basis for design and production work, illustration, 3D, and motion graphics.
- Under this contract, FCV USA, Inc. will assist agency staff in design deliverables including, but not limited to:
 - Marketing and information graphics.
 - Environmental and wayfinding signage.
 - Digital assets including 3D renderings and motion graphics.
- The contract term is for one year with up to three one-year options to extend. The \$538,480 covers the entire term including the options to extend.

BACKGROUND

FCV USA, Inc. will provide on-call, temporary graphic design services on an as needed basis that can provide a pool of talented and experienced graphic designers (junior to senior level), illustrators, 3D artists, and motion graphic designers whose skills have been evaluated to meet the demands of the task order assignments and align with the Sound Transit brand.

The graphic design services include creating, designing, developing, producing, and delivering a variety of routine visual communication, graphic design, internet-based communication, and print production materials.

FCV USA, Inc. will work collaboratively with a team to produce materials, with direction and feedback, to take materials from concept to completion, including project coordination, scope and schedule, definition, conceptualization and design, production, and other associated administrative functions. All work will be done off-site; the location, work station, and software will be provided by the firm.

PROCUREMENT INFORMATION

These services were competitively procured via the request for proposal process. Sound Transit received nine proposals in response to solicitation no. RTA/RP 0134-18. Proposals were evaluated on the following criteria: price, knowledge and current experience of key individuals and sample candidates, recruitment approach, firm experience and history, and commitment to and compliance with Equal Employment Opportunity Law. As a result, FCV USA, Inc. was determined to be the most advantageous, responsive and responsible offeror and is therefore recommended for award.

FISCAL INFORMATION

This on-call contract would be used for graphic design services for a total authorized contract amount not to exceed \$538,480 over the four year term including option years. The services described in this proposed action will be assigned on an as-needed basis after available budget is verified. Since the proposed services will be assigned on an as-needed basis, the distribution of cost will be also determined as needed.

SMALL BUSINESS/DBE PARTICIPATION AND APPRENTICESHIP UTILIZATION

Sound Transit promotes and encourages small business participation, which also includes Disadvantaged Business Enterprises (DBEs). Small Business and DBE goals are based upon an examination of subcontracting opportunities contained in the work of this contract and the number of Small Businesses/DBEs available to perform such subcontracting work.

Sound Transit determined that there were few Small Business and DBE subcontracting opportunities based upon the work described in this contract, so Small Business/DBE goals were not established.

PUBLIC INVOLVEMENT

Not applicable to this action.

TIME CONSTRAINTS

A one-month delay would not create a significant impact to the project schedule, however, it will prevent work from commencing in 2018 and the money set aside in the 2018 budget will go unspent.

ENVIRONMENTAL REVIEW

KH 10/24/18

LEGAL REVIEW

AJP 10/25/18

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A motion of the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a one-year contract with three one-year options with FCV USA, Inc. to provide on-call graphic design services for a total authorized contract amount not to exceed \$538,480.

BACKGROUND:

FCV USA, Inc. will provide on-call, temporary graphic design services on an as needed basis that can provide a pool of talented and experienced graphic designers (junior to senior level), illustrators, 3D artists, and motion graphic designers whose skills have been evaluated to meet the demands of the task order assignments and align with the Sound Transit brand.

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The contract term is for one year with up to three one-year options to extend. The \$538,480 covers the entire term including the options to extend.

MOTION:

It is hereby moved by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a one-year contract with three one-year options with FCV USA, Inc. to provide on-call graphic design services for a total authorized contract amount not to exceed \$538,480.

APPROVED by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on November 1, 2018.



Paul Roberts
Operations and Administration Committee Chair

ATTEST:



Kathryn Flores
Board Administrator