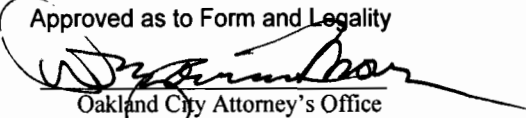


APPROVED BY THE CITY COUNCIL  
ON 08/21/11 PM 1:14

Approved as to Form and Legality  
  
Oakland City Attorney's Office

# OAKLAND CITY COUNCIL

RESOLUTION NO. 83417 C.M.S.

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO AWARD AGREEMENTS FOR AS-NEEDED GRAPHIC DESIGN SERVICES IN A MAXIMUM AMOUNT NOT-TO-EXCEED ONE HUNDRED THOUSAND DOLLARS (\$100,000.00) PER AGREEMENT TO:**

- **CIRCLE POINT,**
- **JUNG DESIGN, INC.,**
- **MMM DESIGN, AND**
- **THE PLANNING CENTER/DC&E**

**WHEREAS,** professional graphic design services are needed to provide education to and enhance the public's understanding of the City's capital projects, programs and services including city projects related to City parks, facilities, creeks, storm drains, wetlands, estuaries and Lake Merritt; and

**WHEREAS,** professional graphic design services allow the City to promptly respond and provide the necessary services in an efficient and timely manner, and multiple City capital improvement and facility-management projects occur throughout the five-year period and will most likely require graphic design services; and

**WHEREAS,** it is anticipated the City will need the as-needed services for several Measure DD, Proposition 40, American Resource and Recovery Act (ARRA) and various funded capital improvement projects; and

**WHEREAS,** the professional graphic design services will be funded through the various individual projects; and funds will be identified prior to the performance of the design services; and

**WHEREAS,** the City issued a Request for Proposal for graphic design services on March 25, 2011 and eight firms provided admissible proposals to the City's Request for Proposals; and

**WHEREAS,** each proposal was evaluated by a review panel using specified evaluation criteria and four firms were selected as having the greatest graphic design skill and experience necessary to perform the work required; and

**WHEREAS,** the City wishes to enter into a contract with the four graphic design firms, Circle Point, Jung Design, Inc., MmM Design and The Planning Center/DC&E and the City Council finds that this contract is for services of a professional nature; and

**WHEREAS**, the four selected, top ranked firms met or exceeded the City's Local/Small Business Enterprise (L/SLBE) program requirements of 25% total local participation; and

**WHEREAS**, the City Council finds that services to be provided under contracts authorized are of a professional, technical, scientific and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive services; now, therefore, be it

**RESOLVED:** That the City Administrator, or his designee, is hereby authorized to enter into agreements for as-needed graphic design services in an amount per agreement not-to-exceed One Hundred Thousand Dollars (\$100,000.00) with:

- Circle Point,
- Jung Design, Inc.,
- MmM Design, and
- The Planning Center/DC&E; and be it

**FURTHER RESOLVED:** That the City Administrator, or his designee, is hereby authorized to approve any subsequent amendments to or extensions of said agreement with the exception of those related to an increase in total compensation or the allocation of additional funds, provided that such amendments or extensions shall be filed with the City Clerk's Office; and be it

**FURTHER RESOLVED:** That the Office of the City Attorney shall approve the contracts authorized hereunder for form and legality and copies will be placed on file in the City Clerk's Office.

IN COUNCIL, OAKLAND, CALIFORNIA, JUN 21 2011, 2011


PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF and  
PRESIDENT REID - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST:   
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California