

CITY OF OAKLAND

AGENDA REPORT

2011 JUN -1 PM 1:14

TO: Office of the City Administrator
ATTN: P. Lamont Ewell
FROM: Public Works Agency
DATE: June 14, 2011

RE: Report and 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

SUMMARY

A resolution has been prepared authorizing the City Administrator, or his designee, to enter into four professional services agreements for a not-to-exceed amount of \$100,000.00 per agreement for five years to provide as-needed graphic design services with each of the following four firms:

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

These four graphic design firms all exceed the City's 20% Local/Small Local Business Enterprise (L/SLBE) requirements and meet the required 35% L/SLBE for American Resource and Recovery Act (ARRA) funded City projects. These as-needed graphic design services are needed to promote and communicate projects, programs and services of the Public Works Agency including ARRA projects.

FISCAL IMPACT

Each of the agreements is for an amount not to exceed \$100,000.00, with a combined total of \$400,000.00 for the four contracts. The as-needed graphic design services will be required for projects funded by:

- American Resource and Recovery Act (ARRA)
- Measure DD (Oakland Trust for Clean Water and Safe Parks)
- Proposition 40 (2002 State Bond for Clean Air, Clean Water, and Safe Parks) and
- Various other capital improvement funds and grants

Item: _____
Public Works Committee
June 14, 2011

The approval of these contracts will not result in additional appropriation of funds. The services will be funded through previously budgeted projects and their designated funding source(s). Funds will be identified prior to the performance of the design services. Approval of these contracts will reduce the staff time needed for selecting consultants for future City projects, providing a cost savings to the City.

BACKGROUND

The City issued a Request for Proposals (RFP) for as-needed graphic design services on March 23, 2011. The RFP identified those additional requirements that had to be met in order to qualify for working on ARRA funded projects. The RFP was noticed in the Oakland Tribune and San Francisco Chronicle newspapers on March 25, 2011 and 55 notification cards were mailed to the Department of Contracting and Purchasing's (DCP's) list of graphic design firms. RFPs were supplied upon request and 30 firms received the RFP from DCP. A mandatory pre-proposal meeting was held on April 6, 2011, with representatives from nine firms attending. Ten firms submitted proposals to DCP. One proposal was disqualified because it was not submitted on time and one proposal was disqualified because the submitting firm did not attend the mandatory pre-proposal meeting.

The proposals were reviewed by a panel consisting of the following six individuals:

- Watershed Specialist, Watershed and Stormwater Management, City of Oakland
- Recycling Hotline Coordinator, Environmental Services Division, City of Oakland
- Environmental Programs Assistant, Environmental Services Division, City of Oakland
- Clean Water Program, City of Fremont
- Graphic Design Supervisor, East Bay Municipal Utility District
- Environmental Specialist, San Francisco Bay Regional Water Quality Control Board

All panelists were experienced in using graphic design services and materials to provide education and communication about waterways, capital projects and programs. Each panelist independently reviewed and ranked the proposals using the following evaluation criteria:

- Relevant experience
- Team qualifications
- Organization and capacity of the firm
- Approach
- Other factors such as presentation and responsiveness

Proposals receiving higher scores demonstrated greater familiarity with public education and media projects involving similar public projects and topics typically found in Oakland. Proposals demonstrating greater understanding and experience in effectively working with local government also received higher scores.

The four firms recommended for contract were ranked and selected as those firms most qualified to provide as-needed graphic design services. Those firms that were not selected did not meet the minimum requirements. All four selected firms have the technical expertise to perform the work required, and clearly demonstrated their understanding of content development, concept design and graphic production for outreach and education materials addressing capital improvement projects. Staff is recommending that the City contract with the identified four qualified firms.

All of the four recommended, top ranked firms exceeded the City's Local/Small Business Enterprise (L/SLBE) program requirements of 20% total local participation and also met the 35% L/SLBE required for ARRA funded City projects. The Contract Compliance Officer from the Department of Contracting and Purchasing has verified the LBE, SLBE and ARRA-related information for each firm as shown on *Attachment A*.

KEY ISSUES AND IMPACTS

Typical programs or services to be provided under these graphic design services contracts include:

- Public education and information exchange (flyers, websites, and brochures) on stormwater, creek restoration, watershed and water quality projects and programs and
- Educational and interpretative exhibits on restoration and water quality projects
- Development of various guidance materials and documents to achieve higher levels of regulatory compliance.

It is anticipated that several capital improvement projects funded by ARRA and various other capital improvement funds and grants will utilize the as-needed graphic design services agreements. As-needed professional services agreements allow the City to promptly respond to ongoing projects and provide the necessary design and technical services in an efficient and timely manner. The agreements will reduce staff time and costs when compared to an individual project-by-project request for proposal process.

SUSTAINABLE OPPORTUNITIES

Economic: The projects will generate business tax, sales tax, and other revenues for the City by those firms who work on the project. Local businesses will be utilized on the projects and will benefit directly.

Environmental: The projects will help improve the public stewardship of our creeks, lakes, wetlands, and shoreline through education and awareness about natural resources.

Social Equity: The proposed graphic design services to the various projects will enhance the understanding and usage of City facilities and waterways in all parts of Oakland. Education and interpretation of City projects will improve the connections between the public and its environment.

DISABILITY AND SENIOR CITIZEN ACCESS

There is no direct impact or benefit to seniors or people with disabilities.

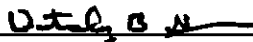
RECOMMENDATION AND RATIONALE

As-needed professional graphic design services agreements will expedite the education and awareness of City projects and facilities. Executing these contracts will allow the City to spread contract opportunities to all qualified local firms that were identified through a competitive RFP process. It is recommended that the City Administrator, or his designee, enter into professional services contracts to provide as-needed graphic design services.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that City Council approve the resolution.

Respectfully submitted,

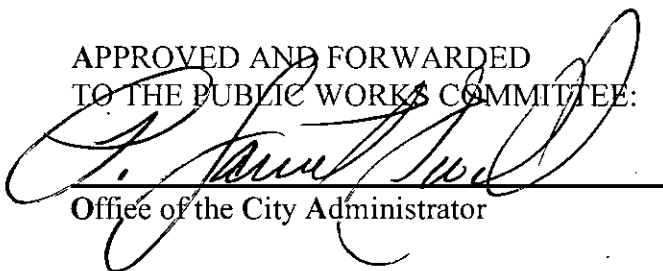


Vitaly B. Troyan, P.E., Director,
Public Works Agency

Reviewed by:
Michael Neary, P.E., Assistant Director,
PWA, Department of Engineering and Construction

Prepared by:
Lesley Estes, Supervisor
Watershed and Stormwater Management

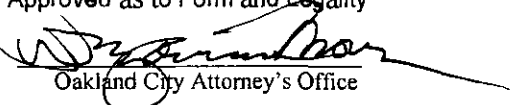
APPROVED AND FORWARDED
TO THE PUBLIC WORKS COMMITTEE:



Office of the City Administrator

FILED
OFFICE OF THE CITY CLERK
OAKLAND

APR 11 2011 PM 1:14

Approved as to Form and Legality

Oakland City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ 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, _____, 2011

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

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

ATTACHMENT A



Memo

Department of Contracting and Purchasing Social Equity Division

To: Rebecca Tuden, Project Manager
 From: Sophany Hang, Assistant Contract Compliance Officer
 Through: Deborah Barnes, Director, DCP
 Shelley Darenburg, Sr. Contract Compliance Officer *S. Darenburg*
 CC: Gwen McCormick, Contract Administration Supervisor
 Date: May 12, 2011
 Re: Request For Proposal for As-Needed Graphic Design

Department of Contracting and Purchasing (DCP), Division of Social Equity, reviewed eight (8) proposals in response to the above project. The RFP required proposers to meet the minimum 20% L/SLBB program and the 35% L/SLBE ARRA Program if they wished to be considered for ARRA funded projects. Proposers that meet the 35% L/SLBE ARRA program automatically qualify for the 20% L/SLBE program because under the 35% L/SLBE ARRA program requirements are satisfied at a rate of 25% SLBE and 10% LBE. Below is the outcome of the compliance evaluation for both the minimum 20% L/SLBE and the 35% L/SLBE participation requirement, and a preliminary review for compliance with the Equal Benefits Ordinance (EBO).

Responsive to L/SLBE and/or EBO Policies		Proposed Participation					Earned Credits and Discounts		Banked Credits Eligibility	EBO Compliant? Y/N
Company Name	Original Bid Amount	Total LBE/SLBE	LBE	SLBE	Trucking	Total Credited participation	Earned Bid Discounts	Adjusted Bid Amount		
Bay Area Marketing	NA	40%	0%	40%	NA	40%	4 points	NA	0 points	Y
Jung Design	NA	100%	0%	100%	NA	100%	5 points	NA	2 points	Y
MMM Design	NA	100%	0%	100%	NA	100%	5 points	NA	2 points	Y
The Planning Center/DC&E	NA	35%	0%	35%	NA	35%	3 points	NA	0 points	Y
510 Media	NA	100%	0%	100%	NA	100%	5 points	NA	2 points	N
Circle Point	NA	35%	0%	35%	NA	35%	3 points	NA	0 points	Y

Comments: As noted above, all firms met and/or exceeded the minimum 20% L/SLBE and the 35% L/SLBE participation requirement. Firms that are not EBO compliant will have to come into compliance prior to contract award.

Non-Responsive to L/SLBE and/or EBO Policies		Proposed Participation				Earned Credits and Discounts			Banked Credits Eligibility	EBO Compliant? Y/N
Company Name	Original Bid Amount	Total LBE/SLBE	LBE	SLBE	Trucking	Total Credited participation	Earned Bid Discounts	Adjusted Bid Amount		
Coleeu Potterson Design	NA	0%	0%	0%	NA	0%	0%	NA	NA	N
MAS Digital Multimedia LLC	NA	0%	0%	0%	NA	0%	0%	NA	NA	N

Page 2

Comments: As noted above, all both firms failed to meet the minimum 20% L/SLBB participation requirement. Therefore, they are deemed non-responsive at this point in the process. As this is a negotiated agreement, the firm could revise its team and meet L/SLBE participation requirements. Firms that are not EBO compliant will have to come into compliance prior to contract award.

Should you have any questions you may contact Sophany Hang at (510) 238-3970.



DEPARTMENT OF CONTRACTING AND PURCHASING

Social Equity Division

PROJECT COMPLIANCE EVALUATION FOR :

Project No.

RE:

RFP for As-Needed Graphic Design

CONSULTANT/CONTRACTOR: Bay Area Marketing

<u>Engineer's Estimate:</u>	<u>Contractors' Bid Amount</u>	<u>Over/Under Engineer's Estimate</u>
NA	NA	NA
<u>Bid discounted amount:</u>	<u>Discount/Preference Points:</u>	
N/A	4 points	

- 1. Did the 20% local/small local requirement apply: YES
- 2. Did the contractor meet the 20% requirement YES
 - a) % of LBE participation 0.00%
 - b) % of SLBE participation 40.00%
- 3. Did the contractor receive bid discount/preference points? YES
 (If yes, list the points received) 4 points
- 5. Additional Comments.

[Empty box for additional comments]

5/10/2011

Date

Reviewing Officer:

Shelley Darenburg

Date: 5/10/2011

Approved By:

Shelley Darenburg

Date: 5/10/2011

LBE/SLBE Participation Bay Area Marketing

Project Name: RFP for As-Needed Graphic Design

Project No.:		Engineer's Estimate				Under/Over Engineers Estimate:				
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	Total	Total	For Tracking Only		
						LBE/SLBE %	Percentages	Ethn.	MBE	WBE
PRIME	Bay Area Marketing	Oakland	CB		40%	40%	40%	AA		40%
Graphic Design	Alexander Creative	Oakland	UB				20%	C		
Graphic Design	Poulson & Gluck	Richmond	UB				20%	C		20%
Graphic Design	Mike Wilkinson	Oakland	UB				10%	C		
Photography	Nicole's Unique Images	Oakland	UB				10%	AA	10%	
Project Totals				0%	40%	40%	100%		10%	60%
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE %		Ethnicity AA = African American A = Asian AI - Asian Indian AP = Asian Pacific C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
Legend		LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise		UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise						



DEPARTMENT OF CONTRACTING AND PURCHASING

Social Equity Division

PROJECT COMPLIANCE EVALUATION FOR :

Project No.

RE: RFP for As-Needed Graphic Design

CONSULTANT/CONTRACTOR: Jung Design

<u>Engineer's Estimate:</u> NA	<u>Contractors' Bid Amount</u> NA	<u>Over/Under Engineer's Estimate</u> NA
<u>Bid discounted amount:</u> N/A	<u>Discount/Preference Points:</u> 5 points	

- 1. Did the 20% local/small local requirement apply: YES
- 2. Did the contractor meet the 20% requirement YES
 - a) % of LBE participation 0.00%
 - b) % of SLBE participation 100.00%
- 3. Did the contractor receive bid discount/preference points? YES
(If yes, list the points received) 5 points

5. Additional Comments.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

5/10/2011

Date

Reviewing Officer:

[Signature]

Date: 5/10/2011

Approved By:

Shelley Darsenburg

Date: 5/10/2011

LBE/SLBE Participation Jung Design

Project Name: RFP for As-Needed Graphic Design

Project NO.:		Engineer's Estimate				Under/Over Engineers Estimate:					
Discipline	Prime & Subs	Location	Cert Status	LBE	SLBE	Total LBE/SLBE %	Total Percentages	For Tracking Only			
								Ethn.	MBE	WBE	
PRIME	Jung Design	Oakland	CB		100%	100%	100%	AP		100%	
Project Totals				0%	100%	100%	100%		0.00%	100%	
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE %		Ethnicity AA = African American A = Asian AI - Asian Indian AP = Asian Pacific C = Caucasian H = Hispanic HA = Native American O = Other NL = Not Listed			
Legend				LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise			



DEPARTMENT OF CONTRACTING AND PURCHASING

Social Equity Division

PROJECT COMPLIANCE EVALUATION FOR :

Project No.

RE:

RFP for As-Needed Graphic Design

CONSULTANT/CONTRACTOR: MMM Design

<u>Engineer's Estimate:</u>	<u>Contractors' Bid Amount</u>	<u>Over/Under Engineer's Estimate</u>
NA	NA	NA
<u>Bid discounted amount:</u>	<u>Discount/Preference Points:</u>	
N/A	5 points	

- 1. Did the 20% local/small local requirement apply: YES
- 2. Did the contractor meet the 20% requirement YES
 - a) % of LBE participation 0.00%
 - b) % of SLBE participation 100%
- 3. Did the contractor receive bid discount/preference points? YES
(if yes, list the points received) 5 points

5. Additional Comments.

[Empty box for additional comments]

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

5/10/2011

Date

Reviewing Officer:

Stephany Hing

Date: 5/10/2011

Approved By:

Shelley Sarenburg

Date: 5/10/2011

LBE/SLBE Participation MMM Design

Project Name: RFP for As-Needed Graphic Design

Project No.:		Engineer's Estimate				Under/Over Engineers Estimate:				
Discipline	Prime & Subs	Location	Cert Status	LBE	SLBE	Total LBE/SLBE %	Total Percentages	For Tracking Only		
								Ethn.	MBE	WBE
PRIME	MMM Design	Oakland	CB		100%	100%	100%	C		
Project Totals				0%	100%	100%	100%		0%	0%
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE %		Ethnicity AA = African American A = Asian AI = Asian Indian AP = Asian Pacific C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
Legend		LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise		UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise						



DEPARTMENT OF CONTRACTING AND PURCHASING

Social Equity Division

PROJECT COMPLIANCE EVALUATION FOR :

Project No.

RE:

RFP for As-Needed Graphic Design

CONSULTANT/CONTRACTOR: The Planning Center/DC&E

<u>Engineer's Estimate:</u>	<u>Contractors' Bid Amount</u>	<u>Over/Under Engineer's Estimate</u>
NA	NA	NA

<u>Bid discounted amount:</u>	<u>Discount/Preference Points:</u>
N/A	3 points

1. Did the 20% local/small local requirement apply: YES
2. Did the contractor meet the 20% requirement
 - a) % of LBE participation 0.00% YES
 - b) % of SLBE participation 35.00%
3. Did the contractor receive bid discount/preference points? YES
 (If yes, list the points received) 3 points

5. Additional Comments.

[Empty box for additional comments]

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

5/10/2011

Date

Reviewing Officer:

[Signature]

Date: 5/10/2011

Approved By:

Shelley Darenburg

Date: 5/10/2011

LBE/SLBE Participation The Planning Center/DC&E

Project Name: RFP for As-Needed Graphic Design

Project No.:		Engineer's Estimate				Under/Over Engineers Estimate:					
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	Total LBE/SLBE %	Total Percentages	For Tracking Only:			
								Ethn.	MBE	WBE	
PRIME Graphic Design	The Planning Center/DC&E	Berkeley	UB			65%	65%	C			
	Diana Howard Design	Oakland	CB		35%	35%	35%	C		35%	
Project Totals				0%	35%	100%	100%		0%	35%	
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE %		Ethnicity AA = African American A = Asian AI - Asian Indian AP = Asian Pacific C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed			
Legend LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise							



DEPARTMENT OF CONTRACTING AND PURCHASING

Social Equity Division

PROJECT COMPLIANCE EVALUATION FOR :

Project No.

RE:

RFP for As-Needed Graphic Design

CONSULTANT/CONTRACTOR: 510 Media

<u>Engineer's Estimate:</u>	<u>Contractors' Bid Amount</u>	<u>Over/Under Engineer's Estimate</u>
NA	NA	NA
<u>Bid discounted amount:</u>	<u>Discount/Preference Points:</u>	
N/A	5 points	

1. Did the 20% local/small local requirement apply: YES
2. Did the contractor meet the 20% requirement YES
 - a) % of LBE participation 0.00%
 - b) % of SLBE participation 100%

3. Did the contractor receive bid discount/preference points? YES

(If yes, list the points received) 5 points

5. Additional Comments.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

5/10/2011

Date

Reviewing Officer:

Stephen King

Date: 5/10/2011

Approved By:

Shelley Darenburg

Date: 5/10/2011

LBE/SLBE Participation 510 Media

Project Name: RFP for As-Needed Graphic Design

Project No.:		Engineer's Estimate				Under/Over Engineers Estimate:				
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	Total LBE/SLBE %	Total Percentages	For Tracking Only		
								Ethn.	MBE	WBE
PRIME	510 Media	Oakland	CB		100%	100%	100%	AA		100%
Project Totals				0%	100%	100%	100%		0%	100%
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE %		Ethnicity AA = African American A = Asian AI - Asian Indian AP = Asian Pacific C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
Legend				LBE = Local Business Enterprise	UB = Uncertified Business					
				SLBE = Small Local Business Enterprise	CB = Certified Business					
				Total LBE/SLBE = All Certified Local and Small Local Businesses	MBE = Minority Business Enterprise					
				NPLBE = NonProfit Local Business Enterprise	WBE = Women Business Enterprise					
				NPSLBE = NonProfit Small Local Business Enterprise						



DEPARTMENT OF CONTRACTING AND PURCHASING

Social Equity Division

PROJECT COMPLIANCE EVALUATION FOR :

Project No.

RE:

RFP for As-Needed Graphic Design

CONSULTANT/CONTRACTOR: Coleen Patterson Design

<u>Engineer's Estimate:</u>	<u>Contractors' Bid Amount</u>	<u>Over/Under Engineer's Estimate</u>
NA	NA	NA

<u>Bid discounted amount:</u>	<u>Discount/Preference Points:</u>
N/A	0 points

- 1. Did the 20% local/small local requirement apply: YES
- 2. Did the contractor meet the 20% requirement
 - a) % of LBE participation 0.00%
 - b) % of SLBE participation 0.00%
- 3. Did the contractor receive bid discount/preference points? NO
 (If yes, list the points received) 0 points

5. Additional Comments.

Firm failed to meet the minimum 20% L/SLBE participation requirement. The firm has a 20% L/SLBE shortfall and is deemed non-responsive. As this is a negotiated agreement process and not a low bid process, firms may revise Schedule E to increase L/SLBE participation levels.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

5/10/2011

Date

Reviewing Officer:

[Signature]

Date: 5/10/2011

Approved By:

[Signature]

Date: 5/10/2011

LBE/SLBE Participation Coleen Petersen Design

Project Name: RFP for As-Needed Graphic Design

Project No.:		Engineer's Estimate				Under/Over Engineers Estimate:					
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	Total LBE/SLBE %	Total Percentages	For Tracking Only			
								Ethn.	MBE	WBE	
PRIME	Coleen Patterson Design	Oakland	UB				100%	C			
Project Totals				0%		0%	100%		0%	0%	
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE %		Ethnicity AA = African American A = Asian AI - Asian Indian AP = Asian Pacific C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed			
Legend				LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise			



DEPARTMENT OF CONTRACTING AND PURCHASING

Social Equity Division

PROJECT COMPLIANCE EVALUATION FOR :

Project No.

RE: RFP for As-Needed Graphic Design

CONSULTANT/CONTRACTOR: MAS Digital Multimedia, LLC

<u>Engineer's Estimate:</u> NA	<u>Contractors' Bid Amount</u> NA	<u>Over/Under Engineer's Estimate</u> NA
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<u>Bid discounted amount:</u> N/A	<u>Discount/Preference Points:</u> 0 points
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- 1. Did the 20% local/small local requirement apply: YES
- 2. Did the contractor meet the 20% requirement NO
 - a) % of LBE participation 0.00%
 - b) % of SLBE participation 0.00%
- 3. Did the contractor receive bid discount/preference points? NO
(If yes, list the points received) 0 points

5. Additional Comments.

Firm failed to list specific subconsultants to meet the minimum 20% L/SLBE participation requirement, therefore the firm has a 20% L/SLBE shortfall and is deemed non-responsive. As this is a negotiated agreement process and not a low bid process, firms may revise Schedule E to increase L/SLBE participation levels.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept

5/10/2011

Date

Reviewing Officer:

Sybil Hing

Date: 5/10/2011

Approved By:

Shelley Sorenburg

Date: 5/10/2011

LBE/SLBE Particioation MAS Digital Multimedia LLC

Project Name: RFP for As-Needed Graphic Design

Project No.:		Engineer's Estimate				Under/Over Engineers Estimate:				
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	Total LBE/SLBE %	Total Percentages	For Tracking Only		
								Ethn.	MBE	WBE
PRIME	MAS Digital Multimedia LLC	Tacoma, WA	UB				100%	AA	100%	
Project Totals				0%	0%	0%	100%		100%	0%
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE %		Ethnicity AA = African American A = Asian AI - Asian Indian AP = Asian Pacific C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
Legend		LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise			UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise					



DEPARTMENT OF CONTRACTING AND PURCHASING

Social Equity Division

PROJECT COMPLIANCE EVALUATION FOR :

Project No.

RE: RFP for As-Needed Graphic Design

CONSULTANT/CONTRACTOR: Circlepoint

<u>Engineer's Estimate:</u> NA	<u>Contractors' Bid Amount</u> NA	<u>Over/Under Engineer's Estimate</u> NA
<u>Bid discounted amount:</u> N/A	<u>Discount/Preference Points:</u> 3 points	

- 1. Did the 20% local/small local requirement apply: YES
- 2. Did the contractor meet the 20% requirement YES
 - a) % of LBE participation 0.00%
 - b) % of SLBE participation 35.00%
- 3. Did the contractor receive bid discount/preference points? YES
(if yes, list the points received) 3 points

5. Additional Comments.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

5/12/2011

Date

Reviewing Officer: *[Signature]*

Date: 5/12/2011

Approved By: *[Signature]*

Date: 5/12/2011

LBE/SLBE Participation Circlepoint

Project Name: RFP for As-Needed Graphic Design

Project No.:		Engineer's Estimate				Under/Over Engineers Estimate:				
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	Total LBE/SLBE %	Total Percentages	For Tracking Only		
								Ethn.	MBE	WBE
PRIME Graphic Design	Circlepoint Finger Design Associates	SF Oakland	UB CB		35%	35%	65%	C		
							35%	C		35%
Project Totals				0%	35%	35%	100%		0%	35%
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE %		Ethnicity AA = African American A = Asian AI = Asian Indian AP = Asian Pacific C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
Legend LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise						