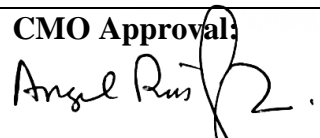


## CITY COUNCIL ACTION REQUEST

<b>Department(s):</b> Finance	<b>CEQA:</b> Not a Project, File No. PP17-003, Agreements/Contracts (New or Amended) resulting in no physical changes to the environment	<b>Coordination:</b> CMO - Communications, CAO, CMO - Budget Office	<b>Dept. Approval:</b> /s/ Julia H. Cooper
<b>Council District(s):</b> Citywide			<b>CMO Approval:</b> 

**SUBJECT: ACTIONS RELATED TO THE PURCHASE ORDERS FOR CITYWIDE GRAPHIC DESIGN SERVICES**

### RECOMMENDATION:

Adopt a resolution authorizing the City Manager to:

- (a) Execute purchase orders with Ani & Cat LLC (San José, CA), Articulate Solutions, Inc. (Gilroy, CA), Cartwright Design Studio (Montara, CA), Eric Gouldsberry Art Direction (San José, CA), Global Urban Strategies, Inc. (Alhambra, CA), Jill McCoy Design (San José, CA), Kooltura Marketing LLC (San José, CA), Pernsteiner Creative Group, Inc. (San Francisco, CA), Right Angle Design, Inc. (El Dorado Hills, CA), and We The Creative (San Juan Capistrano, CA), for Citywide graphic design services for an initial 12-month period, starting on or about May 20, 2022 and ending on or about May 19, 2023 for a total cumulative compensation amount not-to-exceed \$1,200,000; and
- (b) Exercise up to six additional one-year options to extend the initial term of the purchase order with the last option year ending on or about May 19, 2029, subject to the annual appropriation of funds.

**Desired Outcome:** To ensure City departments are able to utilize graphic designers for City collateral and visual assets.

### BASIS FOR RECOMMENDATION:

The City of San José (City) requires graphic design assistance for the development of visual communication assets such as informational fliers, fact sheets, newsletters, maps, reports, displays, brochures, presentations, technical illustrations, advertisements, and other collateral materials. Graphic design services are utilized for print and digital media through various mediums including web, video, and social media on an as-needed basis for projects of varying size, style, complexity, and schedules. Experienced graphic design vendors are required to ensure consistent quality, production, and timeliness of service delivery. The City departments that utilize graphic design services include but are not limited to: City Manager's Office; Environmental Services; Parks, Recreation & Neighborhood Services; Planning, Building & Code Enforcement; San José Public Library; and San José Clean Energy.

On February 25, 2022, a competitive Request for Bid was released by the Finance Department to procure citywide graphic design services. Ten responsive bids were submitted, and no protests were received. Four bidders qualified for both the local and small business enterprise preference. Staff recommends award to all ten bidders; Ani & Cat LLC (San José, CA), Articulate Solutions, Inc. (Gilroy, CA), Cartwright Design Studio (Montara, CA), Eric Gouldsberry Art Direction (San José, CA), Global Urban Strategies, Inc. (Alhambra, CA), Jill McCoy Design (San José, CA), Kooltura Marketing LLC (San José, CA), Pernsteiner Creative Group, Inc. (San Francisco, CA), Right Angle Design, Inc. (El Dorado Hills, CA), and We The Creative (San Juan Capistrano, CA) as the responsive, and responsible bidders pursuant to the bidding procedures of the San José Municipal Code, Section 4.12.310B(2). Approval of this recommendation will ensure the continued delivery of essential graphic design services Citywide.

Climate Smart San José: The recommendation in this memorandum has no effect on Climate Smart San José energy, water, or mobility goals.

Commission Recommendation/Input: There is no commission recommendation or input associated with this action.

This action is consistent with the City's 2021-2022 Adopted Operating Budget City Areas Delivery Framework: "To effectively develop, manage, and safeguard the City's fiscal, physical, technological, and human resources to enable and enhance the delivery of City services and projects."

**COST AND FUNDING SOURCE:**

Services provided under this purchase order are managed by the City Manager's Office on behalf of various City departments. Project scope, cost, and funding sources will vary and be subject to the appropriation of funds. The City Manager's Office will pay the vendors and charge requesting departments directly for work performed.

**FOR QUESTIONS CONTACT:** Jennifer Cheng, Deputy Director of Finance at [Jennifer.Cheng@sanjoseca.gov](mailto:Jennifer.Cheng@sanjoseca.gov).