

**PORT OF SEATTLE**  
**MEMORANDUM**

**COMMISSION AGENDA**

<b>Item No.</b>	6c
<b>Date of Meeting</b>	May 5, 2009

**DATE:** April 27, 2009

**TO:** Tay Yoshitani, Chief Executive Officer

**FROM:** Jane Kilburn, Director, Public Affairs  
Nancy Blanton, Manager, Corporate Communications

**SUBJECT:** New Procurement for Graphic Design Services

**ACTION REQUESTED:**

Authorization for the CEO (Chief Executive Officer) to authorize all work, execute Category III procurement process for IDIQ (Indefinite Delivery, Indefinite Quantity) contract, and execute all contracts, service directives and amendments for graphic design services to maintain the Port's graphic identity, support brand standards and messages, and support marketing and communications strategies, internal communications and signage needs for a period of up to three years, for a total estimated procurement amount of \$1,200,000.

**BACKGROUND**

In recent years, Port of Seattle's Public Affairs Department has managed annual contracts for ongoing and special project graphic design needs such as printed materials, signage and electronic graphics. All of these contracts have been with local small businesses.

In 2008, for example, contract designers produced printed brochures and the Port's annual report, advertisements for the Seaport and Airport, trade booth exhibits, marketing materials, event banners, fact sheets, invitations, and more. Public Affairs manages the Port's design needs as a way of protecting brand identity and maintaining high quality, however other departments have occasionally held separate design contracts for specific projects or products.

**PROJECT DESCRIPTION**

Under the new Central Procurement Office procedures, and with CPO staff guidance, we surveyed Port users of graphic design services and combined all anticipated design needs port-wide, for a Category III procurement process. Under this procurement we would advertise a Request for Proposals, and award contracts with graphic design firms offering specific areas of design specialization or expertise. Each contract will be for one year, with the option of extending for up to two additional years.

Public Affairs will manage and oversee all design approvals, schedules and work processes.

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Page 2 of 2

### **PROJECT SCHEDULE**

With Commission authorization, an RFP would be issued and advertised in May 2009, and the first year contracts would begin in August 2009 and, if renewed for two years, expire in August 2012.

### **SOURCE OF FUNDS**

The procurement amount is based on actual work completed in 2008 and projected out for three years. Each department requesting design services would cover the expense from its own approved annual budget.

### **REQUESTED ACTION**

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