

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 5e
Date of Meeting August 11, 2009

DATE: July 28, 2009

TO: Tay Yoshitani, Chief Executive Officer

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

SUBJECT: Indefinite Delivery, Indefinite Quantity (IDIQ) contract for photographic services

ACTION REQUESTED:

Public Affairs requests authorization for the CEO to enter into an Indefinite Delivery, Indefinite Quantity (IDIQ) contract for photographic services to provide both scheduled and on-call photography and related services for one year, with the option to renew for an additional two years. The Port estimates an annual contract of \$80,000, for a total contract value of \$240,000.

BACKGROUND

The Port of Seattle uses photographic services throughout the year to document changes to our facilities, to market the Port to potential and current customers, and to record events such as those that result from our business operations or partnerships with other organizations. In addition, photography illustrates and informs – with things like aerial photos of cargo terminals, onsite photos of roadway changes, and illustrative photos of passenger facilities and other Port properties – to help customers and passengers understand work being done in the community, recognize specific locations, and navigate facilities more efficiently.

The photographic record chronicles the Port as a major economic driver in the local community and will help provide important visual references for the Web site and other uses as we move toward the Port's 2011 centennial.

The work of this contract supports the Port's strategy to enhance public understanding of the Port's role in the region.

PROJECT DESCRIPTION

Under the new Central Procurement Office procedures and with CPO staff guidance, we are prepared to implement a new photographic services IDIQ contract procured under the processes detailed in CPO-1. Under this contract we would receive services including on-site, aerial and event photography; photo retouching and file preparation; and digital asset management, or maintenance of the Port's extensive photo library.

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July 28, 2009

Page 2 of 2

Using IDIQ contracts provides the Port with a more efficient, cost-effective and flexible way to meet business requirements as they arise by issuing individual Service Directives to accomplish tasks within a general, pre-defined Scope of Work on an as-needed basis for a fixed period of time and a maximum contract amount. Competitively bid IDIQ contracts are a widely used public sector contracting tool, consistent with the Port's Resolution No. 3605 and governed by CPO-1 policy.

Source of Funds

The Public Affairs Department generally has a budget item for photography, and the annual expenditure comes from the approved annual budget. In addition, each Port department requesting photographic services would cover the expense from its own approved annual budget.

PROJECT SCHEDULE

With Commission authorization, the first year contract would begin in August 2009 and, if renewed for two years, expire in August 2012.