

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

**COMMISSION AGENDA**

**Item No.** 5g

**Date of Meeting** September 11, 2012

**DATE:** September 4, 2012

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

**FROM:** Patricia Akiyama, Director, Public Affairs  
Nancy Blanton, Manager, Business and Corporate Communications

**SUBJECT:** New Indefinite Delivery, Indefinite Quantity Procurement for Graphic Design Services

**Maximum Value of IDIQ Contracts:** \$1,000,000

**Jobs created:** 4

**Source of Funds:** Individual project authorizations

**ACTION REQUESTED:**

Request Commission authorization for the Chief Executive Officer to execute up to two Indefinite Delivery, Indefinite Quantity (IDIQ) consulting contracts 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 one year, with two one-year options, for a total not to exceed contract value of \$1,000,000.

**SYNOPSIS:**

Commission authorization is requested for the Chief Executive Officer to execute two contracts for services related to branding, advertising and marketing communications from firms conducting business in the Seattle area. Under the competitive procurement, the Port will award up to two contracts to the highest scoring firms to provide branding and communications consulting, graphic design, production and project management services in support of Port of Seattle public relations, communications and marketing activities. These activities support revenue businesses, public information needs, and community outreach for such things as the Port's Century Agenda, the Airport conference center and parking promotions, annual reports, audiovisual productions, special publications, internal communications and event notices. In the past year, similar work with contracted design agencies has resulted in seven national communications awards for the Port. It is expected that the funds expended each year will equal about one-third of the total contract value, but, it is possible that the required graphic design services will be less than the authorized amount over the life of the contracts, as is the case for the graphic design consulting contracts that were authorized in 2009. These contracts offer small business an opportunity to bid on significant Port work.

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### **BACKGROUND:**

In 2009, Port of Seattle's Public Affairs Department worked with our Central Procurement Office to procure graphic design consulting services. Working with three firms, the Port produced award-winning publications including annual reports and event promotions; celebrated the Port's Centennial with an interactive timeline website, special logo, and banners; promoted and hosted an international convention for the American Association of Port Authorities; launched, promoted and communicated about the Century Agenda; built and published a new Port of Seattle website; helped drive revenue activity for the Airport conference center, parking garage, seaport cargo and cruise lines of business; and supported public events such as the Maritime Festival, Earth Day, and Port 101s; as well as trade exhibits, videos, posters, fact sheets, invitations, and more. Contracts had a total not-to-exceed value of \$1.1 million and the Port actually spent \$736,000.

Public Affairs manages these contracts for all the Port's graphic design needs as a way of assisting internal departments, developing a consistent brand identity, and maintaining high quality products.

### **PROJECT DESCRIPTION:**

Public Affairs conducted a Port-wide review of graphic design needs and determined it in the Port's interests to contract with up to two firms to address the needs for the next three years. Public Affairs contracted with three firms previously in order to specifically seek electronic communications expertise in one of the contracts. However, it is now apparent that most design agencies have integrated electronic media with other traditional communication media. By limiting the Port's contracts to two firms, Public Affairs is better able to manage the quality and consistency of the Port's brand. In times of heavier workloads with conflicting deadlines, the Port can parse out the work between the two firms rather than overloading one.

The Port will advertise a Request for Proposals and award two contracts to graphic design firms offering a high level of branding and design specialization and expertise. The two highest scoring firms will be awarded contracts for one year, with the option of extending for up to two additional years. These contracts offer an opportunity for small business to bid on significant Port work. Public Affairs will manage and oversee all design approvals, schedules and work processes.

### **FINANCIAL IMPLICATIONS:**

There is no funding request associated with this authorization. Individual service directives will be executed to authorize the consultants to perform work for specific projects.

### **Source of Funds:**

Each department requesting design services will cover the expense from its approved operating budget.

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### **ALTERNATIVES CONSIDERED:**

- Undertake separate competitive procurement process each time services are needed. This option would not be a timely and efficient use of Port resources, as it would result in multiple contracts for similar services. This is not the recommended alternative.
- Undertake a competitive procurement for comprehensive branding and graphic design services, with contracts for up to two firms who can respond in a timely manner to requests for service. **This is the recommended alternative.**

### **OTHER DOCUMENTS ASSOCIATED WITH THIS REQUEST:**

PowerPoint presentation

### **PREVIOUS COMMISSION ACTIONS OR BRIEFINGS:**

None.