

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA
ACTION ITEM

Item No. 4b
Date of Meeting September 8, 2015

DATE: July 10, 2015
TO: Ted Fick, Chief Executive Officer
FROM: Julie Collins, Senior Director and Susan Stoltzfus, Manager, Public Affairs
SUBJECT: Service agreement for graphic design services

Amount of This Request:	\$870,000	Source of Funds:
Est. Total Project Cost:	\$870,000	Operating
Est. State and Local Taxes:	n/a (international)	Est. Jobs Created: n/a
Net Proceeds to the Port:	none	

ACTION REQUESTED

Request Commission authorization for the Chief Executive Officer to execute up to three consulting services indefinite delivery, indefinite quantity (IDIQ) contracts for Graphic Design Services for a total maximum value of \$870,000.

SYNOPSIS

These contracts will replace three similar agreements that have been in place for the past three years, during which time an amount comparable to this request has been expended for graphic design services. Examples of past projects include newsletters, brochures, reports, banners, advertisements, fliers, and promotion materials. The need to produce such materials using a professional graphic design firm is expected to remain steady for the next three years with some peak workload for projects such as a website redesign. Most materials are revised and produced annually or quarterly.

BACKGROUND

The Port has had one employee who provides graphic design services, but that position will move to the Seaport Alliance in 2016. This person typically produced graphics to meet day-to-day needs of the former Seaport Division but sometimes worked on projects for other Port divisions or departments. Historically most Port graphic design services have been provided by consultants largely because the expertise and time was not available in house. Contracting for these services makes sense due to the sporadic nature of the needs, as well as the peak workload that occurs during certain times of year.

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While the volume of projects needing graphic design is expected to remain constant, there are some large projects that could create peak workload demands, such as redesigning the Port's internal and external websites to provide more opportunity for engagement, to increase transparency, to automate processes, and to better reflect the new organizational structure and long-range planning goals.

The contracts will provide the ability to work on both small projects and large-scale, long-term projects, while continuing to meet the ongoing day-to-day design needs of the Port.

PROJECT JUSTIFICATION AND DETAILS

Project Objectives

- To maintain and improve a consistent look and feel to the Port of Seattle's electronic and printed communication and promotional materials.
- To improve awareness and understanding of the Port's mission and lines of business through effective graphic design
- To provide flexibility in graphic design services by contracting with two firms that can both produce high-quality materials.
- To support the outreach and communication needs of all of the Port's lines of business.

Scope of Work

The consultant will provide high-quality strategic creative concepts and graphic designs that interpret, maintain, extend and enhance POS brand. Projects include various types of communications materials for local, regional, national, and international audiences that support strategic initiatives and programs. Consultant will be expected to attend planning meetings and develop creative briefs for review and approval, as well as produce specific marketing and communication materials.

These could include marketing and communications strategy, definition and development; marketing materials for airport parking and cruise promotions; branded materials; national and international advertising and marketing materials; informational and promotional printed materials; community engagement initiatives; integrated communication materials and products, exhibits; and promotional videos that are graphically consistent with POS brand.

Provide website design for internet and intranet, I-pad, mobile phone and email communications. Products may include, but are not limited to, animated holiday cards, videos, interactive maps, electronic publications, interactive timelines, surveys, special purpose promotions and related products that integrate graphically with POS brand. Design and develop reusable content for

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website and social media. Advise on best practices, trends and strategies for effective digital communications.

Contract duration will be one year with options to extend for two additional years. No funding is associated with this authorization.

The Port intends to set aside one contract for a small business. The first 2 contracts will be awarded to the two top ranked firms. The third contract will be awarded to the next highest ranked small business and if there is not small business available it will be awarded to the next highest ranked firm.

Schedule

Upon Commission approval of this authorization, work can commence to issue an RFP with the goal of having signed contracts by December 31, 2015.

FINANCIAL IMPLICATIONS

Budget Status and Source of Funds

No funding is associated with this authorization. Funding is within budgets. Graphic design services are billed to the business unit that requests them, although Public Affairs manages the contracts.

STRATEGIES AND OBJECTIVES

Professional graphic design is needed to **gain attention, build awareness, and develop understanding** of the Port's mission, vision, strategies, and objectives. Developing shared meaning between the Port and its customers and stakeholders, as well as other audiences, requires that communication materials are informative and engaging – goals that can be achieved with professional graphic design.

Professional graphic design is needed to **communicate compelling information to convey the Port's role** as a leading job creator, economic development engine, supporter of trade and commerce, and steward of local environmental resources. Good design is a communications and marketing tool, just like words and photos.

Professional graphic design is needed to **build trust, enhance credibility, and improve transparency**. Making it easy for people to find information through good design creates a sense of openness that says "we have nothing to hide." Good web designers, for example, build websites to enhance searchability through search-engine optimization techniques.

Professional graphic design is needed to **create a unique and consistent identity** for the Port and its lines of business.

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ALTERNATIVES AND IMPLICATIONS CONSIDERED

Alternative 1) – Do not develop any contracts. This would prevent the production of any new materials and would severely inhibit the quarterly and annual revisions of existing materials. Basic design services would have to be provided by current employees, although none has the graphics skills or the available time to take on these projects.

Alternative 2) – Develop only one contract. This would significantly inhibit the flexibility needed to meet simultaneous demands for graphic design services. For each project, different skills are needed and the choice of three firms triples the chances of finding the right skill set for the job at hand. This also inhibits the ability of smaller firms to compete for these contracts since they may not have the resources to provide all the services required in the time they are needed if they were the only graphic design consultant.

Alternative 3) – Develop two contracts with a reduced scope of work or for a shorter duration. This would inhibit or prevent the production of some materials requested by Port business units and therefore would degrade the ability to communicate effectively with their audiences. A duration of less than three years would jeopardize the consistent look and feel of the Port's communication and outreach materials by increasing the potential that different firms with different aesthetic approaches would be working on the same materials each year.

Alternative 4) – Develop three contracts, each with a three-year duration. This alternative provides for consistency and flexibility. It enables staff to work with designers who have different strengths, i.e. the right tool for the job. It provides the opportunity to develop new materials as needed and to maintain the quality of the existing materials. It provides greater opportunity for smaller firms to successfully compete for these contracts. **This is the recommended alternative.**

ATTACHMENTS TO THIS REQUEST (none)

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

(none)