



City of San Antonio

Agenda Memorandum

File Number: 16-1087

Agenda Item Number: 4.

Agenda Date: 1/28/2016

In Control: City Council A Session

DEPARTMENT: Center City Development & Operations

DEPARTMENT HEAD: John Jacks

COUNCIL DISTRICTS IMPACTED: City-wide

SUBJECT:

Graphic Design Services for Center City Development & Operations Department

SUMMARY:

This ordinance authorizes a professional services agreement with Tribu, LLC for professional graphic design services, plus social media and website maintenance services, for the Center City Development & Operations Department, in an amount not to exceed \$54,000.00 for the first year of the contract. The contract term is one year with two optional one year renewal periods.

BACKGROUND INFORMATION:

The Center City Development and Operations Department (CCDO) facilitates the development and redevelopment of neighborhoods, businesses and cultural resources within the Community Revitalization Action Group (CRAG) area to foster thriving neighborhoods for the benefit of residents, visitors and businesses. In addition to assisting with development projects, the department oversees the operations of downtown, including maintenance of the River Walk, coordination of large downtown events, and operation and maintenance of the City's parking facilities downtown.

CCDO also oversees activities and programming in Travis Park, located at 301 E. Travis. Travis Park was revitalized in 2014 to engage the local community through new physical amenities, including games, umbrellas, tables and chairs. Ongoing programming, such as movies and fitness activities in the park are presented on a regular basis to attract locals and visitors alike.

On August 25, 2015, the City issued a Request for Proposals (RFP) to solicit responses from qualified

Respondents interested in providing graphic design services for the department, as well as social media and website maintenance for Travis Park. Twelve proposals were received by the September 30, 2015 deadline. The five-member Evaluation Committee included representatives from Center City Development & Operations, Aviation, and Government & Public Affairs departments. The proposals were evaluated based on the firm's qualifications, experience, quality of service, previous performance, reference review, proposed plan and price schedule.

The evaluation of each proposal response was based on a total of 100 points; 20 points allotted for experience, background, qualifications; 25 points allotted for proposed plan and 20 points allotted for respondent's price schedule. Twenty preference points were allotted for the Small Business Economic Development Advocacy (SBEDA) Program, in addition to 10 points allotted for the Local Preference Program and 5 points for the Veteran-Owned Small Business Preference Program.

The Evaluation Committee met on October 29, 2015 to evaluate the twelve (12) responsive proposals received. After committee review and discussion, the committee shortlisted the four top-ranked firms for an interview.

On November 6, 2015, the Evaluation Committee reconvened to interview and evaluate the qualifications of the top-ranked respondents based on their experience, background, and approach in delivering the required services. The Committee recommends Tribu, LLC for award as the firm receiving the highest collective score from the evaluation categories. Tribu LLC is a women-owned marketing, advertising and design studio located in the downtown area. The company is also a registered small business.

Tribu will assist CCDO with graphic design services for department programs and initiatives, along with social media and website maintenance for Travis Park, for up to 30 hours a month.

ISSUE:

To assist with the development, creative design and production of promotional publications, as well as social media and website maintenance for Travis Park, CCDO is requesting authorization to award a professional services agreement to Tribu. Tribu was selected through a competitive Request for Proposals, following City standards for similar RFPs.

If approved by City Council, the partnership with Tribu and CCDO would begin in February 2016.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program, which requires contracts be reviewed by a Goal Setting Committee to establish a requirement and/or incentive unique to the particular contract in an effort to maximize the amount of small, minority, and women-owned business participation on the contract. The Goal Setting Committee applied the Small Business Enterprise (SBE) Prime Contract Program and the Minority/Women Business Enterprise (M/WBE) Prime Contract Program to this solicitation and awarded 10 evaluation preference points for each program to Tribu, as they are certified SBE and M/WBE and located within the San Antonio Metropolitan Statistical Area.

In accordance with Local Preference Program, the recommended Respondent received 10 points for being headquartered within the incorporated San Antonio city limits.

Of the interviewed Respondents, there were no proposals submitted by veteran-owned small businesses for this contract, therefore, the Veteran-Owned Small Business Preference Program was not applied.

ALTERNATIVES:

City Council could elect to not approve the awarding of the professional services agreement with Tribu, LLC for graphic design services. This action would delay the delivery of these services to the department. The solicitation for this contract was conducted in accordance with City policies and the selected proposal is within budget.

FISCAL IMPACT:

This ordinance authorizes the execution of a one-year Agreement with Tribu LLC, with an option to renew for two additional one-year terms, in an amount not to exceed \$54,000 for the first year. The fee for each additional one-year renewal period will not exceed \$54,000. Funds are available in the department budget.

RECOMMENDATION:

Staff recommends approval of the authorization to award a professional services agreement to Tribu, LLC for graphic design and social media services for CCDO.

This contract is procured by means of Request for Proposals and the Contracts Disclosure Form is attached.