



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Office of Sustainability



Date: October 20, 2016
Board Meeting Date: December 6, 2016
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jim Eggemeyer, Director, Office of Sustainability

Subject: Amendment to agreement with Circlepoint to provide graphic design and website development services

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the agreement with Circlepoint to provide graphic design and website development services for the sea level rise program in San Mateo County by extending the contract end date from June 30, 2017, to December 31, 2017, and increasing the amount by \$33,710 to an amount not to exceed \$133,100.

BACKGROUND:

The Office of Sustainability (OOS) released a Request for Qualifications (RFQ) in March 2015 for a consultant to provide graphic design and website development services. The requested services included a sea level rise website development, graphic design, and archiving materials.

A total of four proposals were submitted from the following firms: Circlepoint, Green Ideals, Tandem Creative, and Nimbus Design. Proposals were evaluated based on their experience providing similar services to other entities in the past; the cost effectiveness of their proposal; their proposed approach, including clarity of understanding of the scope of services to be provided and appropriateness of the proposed solution/services; and other relevant criteria.

In March 2015, a review committee consisting of four OOS staff selected Circlepoint to perform these tasks. Circlepoint offers marketing, communications, and design services to a number of public agencies including County of San Mateo Department of Public Works, City of San Jose Environmental Services Department, the City of Sacramento, the City of Oakland, and the City of San Francisco. With its headquarters in Oakland, California, Circlepoint has been active in the marketplace for more than twenty-seven years. Circlepoint is experienced in working with communities, stakeholders, opinion leaders, and ecosystems throughout California.

On March 27, 2015, the Director of OOS approved an agreement with Circlepoint for branding and web design, development, and maintenance services in support of the County's sea level rise initiative and projects.

On December 9, 2015, the OOS amended the existing contract for an additional \$10,000 not to exceed \$60,000 (Amendment No. 1) for the purpose of creating and maintaining an interactive website and developing SeaChangeSMC collateral products.

On June 29, 2016, the OOS amended the existing contract for an additional \$39,390 not to exceed \$99,390 (Amendment No. 2) for the purpose of developing branding for the San Mateo County Affordable Housing program and extended the end date from June 30, 2016 to June 30, 2017.

DISCUSSION:

This amendment includes the following additional services, to be provided by Circlepoint to the OOS: (1) complete Vulnerability Assessment Report layout and graphics; (2) complete Vulnerability Assessment Highlights Booklet; and (3) website enhancements and maintenance.

Circlepoint has completed high-quality projects for the OOS, such as the Sea Change SMC website, the Home for All website, collateral material development, and graphic design creation. The proposed contract amendment will add the following services to the existing contract:

1. Sea Level Rise Vulnerability Assessment Report: The OOS has identified the need for design services to make the Vulnerability Report more user-friendly and accessible. Building on the existing project branding, Circlepoint will provide design services to develop two possible design directions for maximizing the effectiveness of this key document. Circlepoint will use design software to lay out the document according to the chosen direction and create up to 10 custom graphics to visualize key data and processes.
2. Vulnerability Assessment Highlights Booklet: To make the technical information in the Vulnerability Assessment more accessible for non-technical audiences, Circlepoint will work with the SMC team to develop two design directions for a booklet of key document highlights. Circlepoint will use design software to layout the document according to the chosen direction. The custom graphics developed for the report may also be used in the booklet, helping visualize complex data or processes to make them more accessible for the general public.
3. Web Enhancements and Maintenance: The main website enhancements are creating an interactive component with the vulnerability highlights, adding a phase 2 adaptation planning page, and creating a new page template for the OOS staff to use when new information should be digitally added. Some optional enhancements are built into the budget and include enhanced security, an improved website review technology, and updating the library of media resources.

County Counsel has reviewed and approved the agreement and resolution as to form.

SHARED VISION 2025:

Retaining Circlepoint for website development and graphic design services contributes to the Shared Vision 2025 outcome of an Environmental Conscious Community by contributing to the County's sea level rise program, known as Sea Change SMC. Sea Change SMC helps the County, cities, and others in San Mateo County prepare for the impacts of sea level rise. Preparing for sea level rise helps ensure our natural resources and communities can continue to thrive in the future with climate change. This contract will increase the awareness of sea level rise impacts throughout the County through website design and graphic design services.

FISCAL IMPACT:

The term of the amended agreement is March 27, 2015, to December 31, 2017. The total obligation is \$133,100, all of which is funded by the General Fund. Appropriations have been included in the FY 2016-17 Adopted Budget.