



County of San Mateo

Inter-Departmental Correspondence

Department: SUSTAINABILITY

File #: 24-387

Board Meeting Date: 5/21/2024

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Carolyn Bloede, Sustainability Department
Subject: Agreement with Cartwright Design Studio to Provide On-Call Graphic Design and Website Services

RECOMMENDATION:

Adopt a resolution authorizing an agreement with Cartwright Design Studio to provide on-call graphic design and website services for the term of June 25, 2024 to June 24, 2027 for an amount not to exceed \$300,000.

BACKGROUND:

The San Mateo County Sustainability Department consists of six different program areas to help the County both fight and prepare for climate change, ensure clean energy, water, and air, conserve resources for future generations through waste reduction, and support livable communities with affordable housing and infrastructure for biking, walking, and public transit.

These programs all interface extensively with the public, with regional partners, and with other jurisdictions to fulfill their missions. Having professionally designed, culturally appropriate materials is critical for transforming complex ideas into compelling and easy-to-understand graphics to ensure visual consistency that builds trust and credibility. These services elevate the quality of the Sustainability Department's materials and programs, enhancing engagement across our diverse communication platforms and audiences.

DISCUSSION:

The Sustainability Department requires on-call graphic design and website services to assist in promoting its programs and delivering information and messaging to target audiences. These services include, but are not limited to, developing graphic design and photography or videos for web, print, signage, presentations, and other needs, and designing and maintaining five program websites. All Department programs and projects have access to these services.

In December 2023, the Sustainability Department issued a Request for Proposals (RFP) for on-call graphic design and website services. The Department received 14 proposals, 11 of which were

screened for review. Cartwright Design Studio was determined by the RFP evaluation committee to provide the best value to the County and has been selected as the vendor for these services.

The County Attorney's Office has reviewed and approved the agreement and resolution as to form.

PERFORMANCE MEASURE:

Measure	FY 2024-25 Target	FY 2025-26 Target	FY 2026-27 Target
On-time completion of project deliverables and meeting objectives	100%	100%	100%

FISCAL IMPACT:

The term of this agreement is June 25, 2024 through June 24, 2027. The amount of the agreement is not to exceed \$300,000 for the three-year term. Funds for this agreement will be drawn from a combination of grant funding and Net County Cost and are included in the Department's FY 2023-24 Adopted Budget.

ATTACHMENTS:

Exhibit A: Request for Proposals (RFP) Matrix