

SAN FRANCISCO BAY CONSERVATION AND DEVELOPMENT COMMISSION

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June 7, 2013

TO: Commissioners and Alternates
FROM: Lawrence J. Goldzband, Executive Director (415/352-3653 lgoldzband@bcdc.ca.gov)
Joe LaClair, Chief Planning Officer (415/352-3656 joel@bcdc.ca.gov)
SUBJECT: **Staff Report and Recommendation on a Contract for Mapping and Graphic Services**
(For Commission consideration on June 20, 2013)

Summary and Recommendations

The staff recommends that the Commission authorize its Executive Director to enter into a \$200,000 contract with GreenInfo Network, to provide the Commission with mapping and graphic services over a two-year period from July 1, 2013 through June 30, 2015. The staff further recommends that the Commission authorize the Executive Director to renew the contract for up to two additional years at a cost of \$100,000 each fiscal year, if the services continue to be needed, funding is available in the Commission's budget to support the contract, and the renewal agreement does not involve any substantial changes to the services provided.

Staff Report

Background. The Commission needs professional mapping and graphic services to work in close partnership with BCDC staff to: (1) prepare maps and other graphic materials for BCDC staff planning reports and similar staff reports where clear and concise maps or graphics are essential to communicating information in a geographic, or other visual, context; (2) develop graphic design recommendations, prepare and format reports, plans, special project reports, web maps, presentations, brochures, meeting materials and similar documents; (3) prepare exhibits for public presentations, and other administrative and executive products such as brochures, office plans, presentations, and special event invitations; (4) translate GIS outputs into Adobe desktop publishing software, and assist staff in designing and creating GIS maps and other GIS outputs and; (5) advise BCDC staff regarding the various forms of reproduction for documents and graphic materials, prepare printing instructions and represent BCDC in all printing matters with in-house personnel and outside contractors. The Commission's staff does not have the full range of professional and technical expertise to provide these needed services.

To secure the needed services, as required by the policies of the State Contracting Manual, a Request for Proposal (RFP) for professional mapping and graphic services was issued on May 1, 2013. Eight proposals were received and reviewed in accordance with the criteria stated in the Request for Proposal. Based on the selection criteria, the staff has determined that GreenInfo Network is the most highly qualified respondent to the RFP. The following table summarizes the scores of the respondents to the RFP.



Making San Francisco Bay Better

Bidder/Firm	Score
GreenInfo Network	121
Dyett & Bhatia	119.56
Ecosystem Sciences	116.47
Geografikia Consulting	113.53
EcoTrust	109
Yuki A. Kawaguchi, Cartographer	105.84
Treadwell & Rollo	104.33
InterWest Consulting Group	102.47

Staff Recommendation. GreenInfo Network (GIN) has worked for over 600 public interest groups and public agencies over its 16 years of operation, using a broad array of technology to support its clients' needs for data, analysis, visualization, and communications. GIN has a strong focus on conservation, development and environmental issues, covering urban planning, habitat, parks and open space and water planning. GIN's staff of 12 has skills that cover the full range of computer mapping, presentation and web application technologies, including the production of highly effective maps, documents, websites, images and other graphic products. GIN's proposal includes a sub-contract partnership with Ison Design, who will provide the majority of the graphic design work for report design. Ison Design has outstanding graphic design skills, with 25 years of experience working in the Bay Area.

Therefore, the staff recommends that the Commission enter into a new two-year contract with GIN in the amount of a maximum of \$100,000 each year for the next two fiscal years. The Governor's proposed FY 13/14 budget for BCDC, which has been approved by budget subcommittees in both houses of the California Legislature, includes funding to support this contract. It is expected the FY 14-15 budget will also include funding for this contract.

For administrative efficiency, the staff also recommends that the Commission authorize its Executive Director to extend the contract for an additional two fiscal years if the services continue to be needed and funds continue to be available to support the contract.

To ensure that the contract fully complies with all of the state's legal and procedural requirements, it would not go into effect until it has been approved by the Department of General Services.