Children & Families
Commission of Orange County

RECEIVED
08 APR 30 AM 11:25
CLERK OF THE BOARD
ORANGE COUNTY
BOARD OF SUPERVISORS

Agenda Item No. 5
May 7, 2008 Meeting

DATE: April 28, 2008

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director

SUBJECT: Renewal of On-Call Panel for Graphic Design Services

SUMMARY:
The Children and Families Commission of Orange County develops outreach materials to effectively reach the target audience of young children and families and communicate preventative health and early education messages. This report includes a summary of programs and projects that utilize graphic support and a recommendation to amend the existing agreements for graphic design services.

Graphic Design Services
Six graphic design firms were selected to provide design and production services on an on-call basis following a comprehensive Request for Qualifications (RFQ) process to develop a panel of graphic design firms in late 2006. A review team including a Commission representative, a community outreach consultant, and OC Family magazine's graphic designer, reviewed and scored the proposals against criteria consistent with the information requested in the RFQ.

The initial agreements with the designated firms were entered into under the Executive Director's authority for the term ending June 30, 2008. Under these agreements graphic design services were used for projects including Kid Builders, Sesame Street outreach, early literacy, the Community Awards Program, the Grantee Summit, Capacity Building, and the Orange County Fair.

It is recommended that the Commission allocate additional funding in the amount of $50,000 for a combined total of $100,000 to be available to the following firms and extend the term of the Agreements to June 30, 2009. It is further recommended that a new procurement process will be initiated prior to the end of Fiscal Year 2008-09 and an updated panel of qualified graphic design firms will be presented for Commission action.

1. AdGyld
2. Bryant Communications
3. Creative Matter
4. Joven Orozco Design
5. Luis Alvarado Design
6. Raymond Ari Design

17320 Redhill Avenue, Suite 200 · Irvine, California · 92614
714-834-5310 · FAX 949-474-2243

STRATEGIC PLAN & FISCAL SUMMARY:
This program has been specifically reviewed in relation to the Strategic Plan and is consistent with the all outcome goals. This funding request is for $50,000 and is included in the FY2008-2009 Budget within the Public Outreach and Communication budget category.

RECOMMENDED ACTION:
Authorize the Executive Director, or designee, to allocate additional funding in the amount of $50,000 for a combined total of $100,000 to be available to Agreements C-196 with AdGyld; C-197 with Bryant Communications, C-198 with Creative Matter, C-199 with Joven Orozco Design, C-200 with Luis Alvarado Design and C-201 with Raymond Ari Design through June 30, 2009 in order to perform graphic design and production services on an "on-call basis."

ATTACHMENTS:
None

Contact: Kelly Pijl