



CITY OF MENIFEE

SUBJECT: Agreements with Searle Creative Group, Tripepi Smith and Associates, and Mind and Mill for On-Call Graphic Design Services

MEETING DATE: August 2, 2023

TO: Mayor and City Council

PREPARED BY: Rebekah Kramer, Assistant to the City Manager

REVIEWED BY: Rochelle Clayton, Assistant City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Approve and authorize the City Manager to execute Professional Services Agreements with Searle Creative Group LLC, Tripepi Smith and Associates, Inc., and Mind and Mill LLC, in an aggregate amount not-to-exceed \$40,000 for Fiscal Year (FY) 2023/2024 and \$40,000 for FY 2024/2025 for On-Call Graphic Design Services; and
2. Authorize the City Manager to approve three, one-year extensions in an amount not-to-exceed \$40,000 annually.

DISCUSSION

On April 27, 2023, the City issued Request for Proposal (RFP) No. 2023-17 for On-Call Graphic Design Services to assist the Communications Division and Economic Development Department with the development of collateral materials such as logos, templates, infographics, brochures, banners, direct mail, and promotional items on an as-needed basis throughout the year.

RFP Process

A total of 12 proposals were received by the submittal deadline of May 29, 2023, from the following firms:

1. Blu Fable
2. Ciancio Designs
3. Class Act Designs
4. Cue Camp
5. Geographics
6. McGregor Shott
7. Mind and Mill

8. My House of Design
9. Public Advertising Agency
10. Searle Creative Group LLC
11. Tripepi Smith and Associates Inc.
12. We the Creative

A comprehensive evaluation of the proposals received was completed by the review committee comprised of City staff. Proposals were reviewed and ranked based on the qualifications and experience of the firms and their project team, service delivery approach, and cost. Interviews were conducted with Mind and Mill LLC and Geographic, who tied for third place following the proposal review.

TABLE 1 – RFP Evaluation Summary

Firm	Average Score (100 possible point)
1. Searle Creative Group LLC	86.67
2. Tripepi Smith and Associates, Inc.	85.00
3. Mind and Mill LLC	84.33
4. Geographics	84.33
5. We the Creative	83.67
6. McGregor Shott	82.33
7. Public Advertising Agency	81.67
8. My House of Design	80.00
9. Blu Fable	75.33
10. Cue Camp	72.67
11. Class Act Designs	68.33
12. Ciancio Designs	66.67

Following the evaluation, interview and reference checks, City staff determined that Searle Creative Group LLC, Tripepi Smith and Associates, Inc., and Mind and Mill LLC, were best qualified to provide On-Call Graphic Design Services for the City. Each of these firms have a broad range of graphic design experience serving both public and private sector clients.

The proposed Professional Services Agreement (PSA) term is for a two-year period extending from August 2, 2023, through June 30, 2025, with three, one-year extensions. The PSA extension terms allow for an annual rate increase of up to 3% per year rate based upon the Consumer Price Index (CPI) for the Riverside-San Bernardino-Ontario published by the Bureau of Labor Statistics. Any rate increases above 3% would require an agreement amendment reviewed and approved by the City Council.

The On-Call Agreements will provide access to three qualified firms able to meet the City's graphic design requirements on an as-needed basis. This will help to eliminate the potential for capacity constraints should any of the selected firms be unable to meet the City's scheduling/support needs on a project. As projects arise, City staff will acquire estimates from the authorized graphic design firms based upon the required scope of work. Projects will be awarded from among the On-Call Graphic Design firms based upon the project cost considered in combination with the firm's capabilities and ability to complete each project within the required timeframe.

STRATEGIC PLAN OBJECTIVE

Community Engagement and Social Infrastructure

FISCAL IMPACT

The estimated fiscal impact for On-Call Graphic Design Services is set to an aggregate not-to-exceed amount of \$40,000 annually in FYs 2023/2024 and 2024/2025 for a total of \$80,000. The associated costs have been included as part of the adopted FYs 2023/2024 and 2024/2025 budgets within the Communications Division Account No. 100-4121-52800 - Professional Services (\$30,000) and Economic Development Department Account No. 100-4350-52800 - Professional Services (\$10,000). Funding for the three additional one-year renewals would be established as part of the respective year's operating budget. No additional budget appropriation action(s) are required.

ATTACHMENTS

1. PSA - Searle Creative Group LLC
2. PSA - Tripepi Smith and Associates, Inc.
3. PSA - Mind and Mill LLC