



CITY OF MENIFEE

SUBJECT: Agreements with Mind and Mill LLC, Geographics Inc., and Tripepi Smith Inc. for On-Call Photography Services

MEETING DATE: August 16, 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 Mind and Mill LLC, Geographics Inc., and Tripepi Smith and Associations Inc. for On-Call Photography Services in an amount not-to-exceed \$5,000 for Fiscal Year (FY) 2023/2024 and \$5,000 for FY 2024/2025; and
2. Authorize the City Manager to approve three, one-year renewals in an amount not-to-exceed \$5,000 annually.

DISCUSSION

On May 11, 2023, the City issued Request for Proposal (RFP) No. 2023-21 for on-call photography to capture photos for use on all communication channels including, but not limited to, the City's website, social media accounts, and publications throughout the year.

RFP Process

A total of four proposals were received by the submittal deadline of June 13, 2023, from the following firms:

1. Geographics Inc.
2. Ivester Creative
3. Mind and Mill LLC
4. Tripepi Smith and Associates Inc.

A comprehensive evaluation of the proposals received was completed by a 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.

TABLE 1 – RFP Evaluation Summary

Firm	Average Score (100 possible point)
1. Mind and Mill LLC	87.33
2. Geographics Inc.	84.00
3. Tripepi Smith and Associates, Inc.	82.00
4. Ivester Creative	77.00

Following the evaluation and reference checks, City staff determined that Mind and Mill LLC, Geographics Inc., and Tripepi Smith and Associations Inc., were best qualified to provide on-call photography services for the City. Each of these firms have a broad range of photography experience serving both public and private sector clients.

The proposed Professional Services Agreements (PSA) terms are for a two-year period extending from August 16, 2023, through June 30, 2025. The agreement gives the City sole discretion to extend the agreement if it so chooses, and the recommended action for this agenda item includes authorization to the City Manager to grant up to three one-year renewals for each of the PSAs. The PSA renewal terms allow for an annual increase in the hourly rates charged by the service providers equal to the lesser of (i) 3% per year or (ii) the increase in the Consumer Price Index for Los Angeles, Riverside, and Anaheim for the prior 12-month period.

The On-Call Agreements would provide access to three qualified firms able to meet the City's photography requirements on an as-needed basis. This would 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 would acquire estimates from the authorized photography firms based upon the required scope of work. Projects would be awarded from among the on-call photography 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 as needed photography services is set not-to-exceed \$5,000 annually in FYs 2023/2024 and 2024/2025 for a total of \$10,000. The associated costs have been included as part of the adopted FY 2023/2024 and 2024/2025 budgets within the Communications Division Account No. 100-4121-52800 (Professional Services). 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 - Mind and Mill, LLC
2. PSA – Geographics, Inc.

3. PSA - Tripepi Smith and Associates, Inc.