



Legislation Text

File #: 2019-0501, Version: 1

DATE: February 11, 2020

SUBJECT:

RESOLUTION SELECTING AND AUTHORIZING FIVE-YEAR AGREEMENTS WITH CLOCKWORK MEDIA, LLC; DARIN STUART FONG DBA DARIN FONG PHOTOGRAPHY; GOAL PRODUCTIONS, INC. AND MICHAEL WATSON DBA VIDEO APPROACH FOR AS-NEEDED VIDEO AND PRODUCTION SERVICES FOR AN AGGREGATE AMOUNT NOT TO EXCEED \$450,000 BEGINNING ON FEBRUARY 12, 2020 AND ENDING FEBRUARY 12, 2025. FUNDS FOR FISCAL YEAR 2020 HAVE BEEN BUDGETED. FUNDS REQUIRED FOR FUTURE FISCAL YEARS WILL BE BUDGETED IN THE APPROPRIATE FISCAL YEAR, SUBJECT TO BOARD APPROVAL UPON ADOPTION OF EACH FISCAL YEAR BUDGET.

EXECUTIVE SUMMARY:

This action will authorize as-needed agreements for Video and Production Services.

The Marketing & Communications Department uses the services of professional firms to provide advanced skills to supplement the services of the in-house resources by providing video and photography pre-production, production and post-production support for District marketing and outreach campaigns promoting tourism, development, public access and other programs.

Pursuant to BPC Policy No. 110, the District issued a Request for Qualifications (RFQ) on September 1, 2019. The District received ten submittals and selected seven firms for interviews. Based on the written submittals, interviews, and a decision analysis process using the criteria stated in the RFQ, District staff is recommending the Board select and authorize agreements with four firms which were determined to be the highest qualified firms for the services solicited.

Each agreement is for a five-year period. The aggregate total of all agreements will not exceed \$450,000. Funds for Fiscal Year 2020 have already been budgeted. Funds appropriate for future fiscal years will be budgeted in the appropriate fiscal year, subject to Board approval upon adoption of each fiscal year's budget.

Upon Board approval, Agreements No. 235-2019BD (Attachment A), and 236-2019BD (Attachment B), and 237-2019BD (Attachment C), and 238-2019BD (Attachment D) will be executed.

RECOMMENDATION:

Adopt a resolution selecting and authorizing five-year agreements with Clockwork Media, LLC, Darrin Stuart Fong dba Darin Fong Photography, GOAL Productions, Inc. and Michael Watson dba Video Approach for as-needed video and production services for an aggregate amount not to exceed

\$450,000.

FISCAL IMPACT:

Funds for the first year of expenditure are already included in the FY 2020 Marketing & Communications Department's non-personnel expense budget. Funds required for future fiscal years will be budgeted in the appropriate fiscal year and cost account, subject to Board approval upon adoption of each fiscal year's budget.

COMPASS STRATEGIC GOALS:

This agenda item supports the following Strategic Goal(s).

- A Port that the public understands and trusts.
- A thriving and modern maritime seaport.
- A vibrant waterfront destination where residents and visitors converge.
- A Port with a healthy and sustainable bay and its environment.
- A Port with a comprehensive vision for Port land and water uses integrated to regional plans.
- A Port that is a safe place to visit, work and play.
- A Port with an innovative and motivated workforce.
- A financially sustainable Port that drives job creation and regional economic vitality.

DISCUSSION:

The Marketing & Communications Department is responsible for implementing integrated marketing and outreach campaigns promoting tourism, development, public access and other programs and lines of business. In order to perform approved workplans on schedule and cost-effectively, while maintaining the integrity of the District's brand, the Marketing & Communications Department will on occasion supplement in-house staff with professional firms that provide specific technical expertise. One area of expertise is video and photography pre-production, production and post-production.

Staff implemented the process for procurement of firms in accordance with BPC Policy No. 110. The RFQ for As-Needed Video and Production Services was issued on September 1, 2019 and an information exchange meeting was held on September 12, 2019. During the advertisement period, 855 vendors were notified and 61 vendors downloaded the files.

The District received a total of ten responsive submittals. A panel consisting of District staff reviewed all proposals and invited the top seven firms to interview. During the interviews, each firm gave a short presentation highlighting their background and capabilities, while presenting relevant video/photography samples. Firms were then asked the same set of questions designed to inform the panel of each firm's approach, process, capabilities, and experience of staff. Presentations were followed by a brief open dialog where firms were provided the opportunity for follow-up questions to clarify proposal elements.

At the conclusion of all interviews, District staff conducted a decision analysis (facilitated by the District's Procurement Department) where they considered written submittals, presentations and responses to interview questions in order to rank the four firms based on the criteria established in

the RFQ. Based on the rankings during the decision analysis, the following four firms were determined to be the highest qualified firms for the services solicited and are being recommended to the Board for five-year agreements not to exceed an aggregate amount of \$450,000:

- Clockwork Media, LLC
- Darin Stuart Fong dba Darin Fong Photography
- GOAL Productions, Inc.
- Michael Watson dba Video Approach

General Counsel's Comments:

The Office of the General Counsel has reviewed and approved this agenda, the proposed agreements, and resolution, as presented, as to form and legality.

Environmental Review:

The proposed Board action does not constitute a "project" under the definition set forth in California Environmental Quality Act (CEQA) Guidelines Section 15378 because no direct or indirect changes to the physical environment would occur. CEQA requires that the District adequately assess the environmental impacts of projects and reasonably foreseeable activities that may result from projects prior to the approval of the same. Any project developed as a result of Board's action that requires the District or the Board's discretionary approval resulting in a physical change to the environment will be analyzed in accordance with CEQA prior to such approval. CEQA review may result in the District, in its sole and absolute discretion, requiring implementation of mitigation measures, adopting an alternative, including without limitation, a "no project alternative" or adopting a Statement of Overriding Consideration, if required. The proposed Board action in no way limits the exercise of this discretion. Therefore, no further CEQA review is required.

The proposed Board action complies with sections 21, 35, and 81 of the Port Act, which allow the Board to pass resolutions and to do all acts necessary and convenient for the exercise of its powers, and to use District funds for expenses of conducting the District. The Port Act was enacted by the California Legislature and is consistent with the Public Trust Doctrine. Consequently, the proposed Board action is consistent with the Public Trust Doctrine.

The proposed Board action does not allow for "development," as defined in Section 30106 of the California Coastal Act, or "new development," pursuant to Section 1.a. of the District's Coastal Development Permit (CDP) Regulations because it will not result in, without limitation, a physical change, change in use or increase the intensity of uses. Therefore, issuance of a Coastal Development Permit or exclusion is not required. However, development within the District requires processing under the District's CDP Regulations. Future development, as defined in Section 30106 of the Coastal Act, will remain subject to its own independent review pursuant to the District's certified CDP Regulations, PMP, and Chapters 3 and 8 of the Coastal Act. The proposed Board action in no way limits the exercise of the District's discretion under the District's CDP Regulations. Therefore, issuance of a CDP or exclusion is not required at this time.

Equal Opportunity Program:

Due to limited known sub opportunities, no SBE goal was established for this solicitation.

PREPARED BY:

Danny Palomino
Principal, Marketing and PR Representative

Attachment(s):

Attachment A: Agreement 235-2019BD between San Diego Unified Port District and Clockwork Media, LLC for As-Needed Full-Service Video and Production Services

Attachment B: Agreement 236-2019BD between San Diego Unified Port District and Darin Stuart Fong dba Darin Fong Photography for As-Needed Full-Service Video and Production Services

Attachment C: Agreement 237-2019BD between San Diego Unified Port District and GOAL Productions, Inc. for As-Needed Full-Service Video and Production Services

Attachment D: Agreement 238-2019BD between San Diego Unified Port District and Michael Watson dba Video Approach for As-Needed Full-Service Video and Production Services