



**SAN FRANCISCO
HUMAN SERVICES AGENCY**

Department of Benefits
and Family Support

Department of Disability
and Aging Services

Office of Early Care
and Education

P.O. Box 7988
San Francisco, CA
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www.SFHSA.org

MEMORANDUM

TO: HUMAN SERVICES COMMISSION
THROUGH: TRENT RHORER, EXECUTIVE DIRECTOR
FROM: SUSIE SMITH, DEPUTY DIRECTOR, POLICY & PLANNING
 ESPERANZA ZAPIEN, DIRECTOR OF CONTRACTS
DATE: JANUARY 21, 2022
SUBJECT: NEW CONTRACT: **UNDERGROUND ADVERTISING, INC. (FOR-PROFIT)** TO PROVIDE GRAPHIC DESIGN SERVICES

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CONTRACT TERM: 02/01/2022 – 01/31/2023

CONTRACT AMOUNT:	New	Contingency	Total
	\$55,000		\$55,000

Funding Source	<u>County</u>	<u>State</u>	<u>Federal</u>	<u>Contingency</u>	Total
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FUNDING: \$55,000 Total \$55,000

PERCENTAGE: 100% Total 100%



London Breed
Mayor

Trent Rhorer
Executive Director

The Human Services Agency (HSA) requests authorization to enter into a new contract with Underground Advertising, Inc. for the period of February 1, 2022 to January 31, 2023, for a total amount not to exceed \$55,000. The purpose of the contract is to provide graphic design services to help make the Agency’s Strategic Plan, community outreach materials and other program collaterals for clients and community partners visually engaging and easily accessible.

Background

Developed every five years, the Agency’s Strategic Plan establishes our goals and strategies to deliver high quality and impactful services that support San Franciscans through all stages of life and help reduce income, health, and wellness inequities. Coming in the wake of the pandemic, racial unrest, and evolving demographic trends in San Francisco, HSA’s strategic direction over the next five years will be critically important to

advance the City's recovery from the COVID-19 emergency, further the City and our Agency's commitment to racial equity, and, importantly, ensure that our staff and partners feel supported and successful in their work. The Strategic Plan is more than just an outline of the Agency's five-year goals: It serves as a way to tell our mission, vision, values and story. Given its importance, the Plan must be visually compelling and effectively communicate our agency's goals and objectives to a wide variety of audiences, including clients, potential clients, staff and community partners.

Services to be Provided

The contractor will assist in designing the Strategic Plan, embedding photography, quotes, client stories, videos, and multiple infographics to bring the Agency's work to life. The contractor will also design collateral to accompany the Strategic Plan such as PowerPoint presentations and fact sheets. The Strategic Plan will be approximately 20 pages and have print and digital versions, with a roll-out to this Commission and our stakeholders in the Spring.

Other as-needed services throughout the year include assistance in creating infographics, fliers, social media graphics, designing reports and other projects to extend our reach in the community in a visually compelling and accessible manner.

For more specific detail regarding services to be provided, please refer to Appendix A (attached).

Selection

Contractor was selected through Informal Bid (IB) # 957, which was competitively bid in November 2021.

Funding

Funding for this contract is provided through County General Funds.

ATTACHMENTS

Appendix A

Appendix B

APPENDIX A – Services to be Provided

Underground Advertising, Inc.

Graphic Design

February 1, 2022 to January 31, 2023

I. Purpose of Contract

Contractor will assist SFHSA Communications to design the agency’s five-year Agency Strategic Plan, and to help with the Agency’s internal and external communications as needed. The purpose for these services is to:

- Design and graphically layout the Agency Strategic Plan in a visually impactful manner while adhering to equity and accessibility guidelines. Contractor will build off existing brand guidelines and an existing publication template that adheres to SFHSA’s brand style guidelines. The plan is estimated to be approximately 20-25 pages in length and will feature extensive photography and potentially video elements integrated into the report.
- Develop multiple infographics depicting key data points that convey the Agency’s mission and the demographic makeup of its clients.
- On an as-needed project basis, work with the SFHSA Communications team to graphically design reports, marketing collateral, infographics, fact sheets, flyers, brochures, postcards, posters, and related materials to be used across print, social media, and web channels.

II. Definitions

Contractor	Underground Advertising
SFHSA	Human Services Agency of the City and County of Francisco

III. Description of Services, Key Deliverables and Delivery Dates

All communication materials and collaterals that include, but are not limited to, plans, graphics, and illustrations developed by Contractor for SFHSA are the property of the Human Services Agency. Contractor must provide the files and materials in their original and finalized format, along with any and all related supplemental media, to SFHSA.

In the performance of any work or provision of any service under this contract and resulting contract, Contractor does not have the authority to act as an official spokesperson for the City or SFHSA for any activity, unless the City or SFHSA expressly grants such authority to the contractor in writing. SFHSA’s leadership or Communications Director shall remain the official spokesperson for the Agency.

Contractor will conduct regular check-ins with SFHSA Communications staff to provide updates on project progress, review materials, and receive feedback. Besides regular check-ins, Contractor will stay in close coordination with SFHSA Communications staff to manage the budget and monitor the schedule on a regular basis.

TASK 1 – Agency Strategic Plan

Kickoff input meeting & Project Brief

Delivery date: 2021.02.03

At the outset of the engagement, Contractor will plan and lead a kickoff input meeting (in-person, via video or both) with SFHSA communications staff and any other individuals whom the SFHSA communication team would like to include in the process and inform the work on the Strategic Plan design. During the session the team will: Discuss the overall messaging goals and objectives for the design of Strategic Plan; identify and prioritize target audiences; and illuminate current challenges and opportunities. Learning from the session will inform the Project Brief.

Following the input session, Contractor will deliver a Project Brief to commemorate the assignment’s agreed-upon objectives, audience, tonality and any other requirements. This is the primary document the creative team will reference during its work and will also serve to keep all SFHSA and Contractor team members aligned on execution. This brief will also provide a detailed timeline, with clearly identified roles and responsibilities to ensure deadlines are met as well as and approval of materials. Two rounds of feedback are included in the scope of this estimate.

Deliverable: Project Brief

Content assessment

Delivery date: 2021.02.14

Parallel to the higher-level discussion of design, messaging and audiences, Contractor will work with SFHSA staff to assess the necessary elements of the Strategic Plan to allow Contractor to build a Table of Contents and page-by-page layout. In this process, Contractor will also assess needs for photography, video or graphics and determine what can be used from SFHSA’s existing assets, and what may need to be developed. Contractor will also identify the key pieces of data to be presented as infographics. This will be a particularly important part of the process as together we’ll learn what needs to be highlighted.

Based on this assessment, Contractor will develop a workplan and a shared online spreadsheet to track deliverables, workflow, and deadlines for both Contractor and SFHSA.

Deliverable: Workplan and a shared online spreadsheet to track deliverables, workflow and deadlines.

Design concepts

Delivery date: 2021.02.14

Based on client input memorialized in the Project Brief, Contractor will develop and present 2-3 design concepts for the Strategic Plan, and offer further refinements to SFHSA’s preferred direction based on client feedback.

Deliverable: 2-3 Design concepts for the report and refinements

Design development

Delivery date: 2021.02.28

Once SFHSA provides final approval on a design direction, Contractor will deliver a full layout of the Strategic Plan with client-provided content as well as original 5-8 original infographics.

Deliverable: First and second drafts of the report

Finalize report

Delivery date: 2021.03.14

Following the third round of edits, Contractor will produce a print-ready PDF.

Deliverable: Report in print-ready PDF format.

Design collateral materials

Delivery date: 2021.03.21

While the Strategic Plan is undergoing its final revisions, Contractor will begin work with SFHSA staff to design two versions of a fact sheet, one for staff and one for external partners, as well as a Power Point presentation for internal and external engagement purposes highlighting key messages and data from the Strategic Plan. Two to three rounds of edits for each of these items are included in this scope.

Deliverable: Two fact sheets (2-pages, front/back) summarizing report and PowerPoint

TASK 2 – As-needed projects

On an as-needed project basis, work with the SFHSA Communications team to graphically design reports, marketing collateral, infographics, fact sheets, flyers, brochures, postcards, posters, and related materials to be used across print, social media, and web channels.

Timelines will vary but the majority of as-needed work is expected to be short-term in the range of one to two weeks at an estimated 10 – 15 hours for each project.

Contractor will provide estimates for each project ahead of time, helping SFHSA to manage budgets and needed deliverables.

IV. Reporting Requirements

- A. Contractor will provide Ad Hoc reports as requested by the Department. This may include progress reports for stakeholders and agency staff.
- B. For assistance with reporting requirements or submission of reports, contact:

Joe.Molica@sfgov.org
Senior Communications Manager, SFHSA

or

Ella Lee@sfgov.org
Senior Administrative Analyst, Office of Contract Management, SFHSA

APPENDIX B – Calculation of Charges
Underground Advertising, Inc.
Graphic Design
February 1, 2022 to January 31, 2023

- I. The contract term for Graphic Design services under this Agreement will begin effective February 1, 2022 and end January 31, 2023.
- II. Contractor will be compensated upon completion of deliverables in accordance with the terms of the agreement and the budget specified in Attachment 1 to Appendix B, at the estimated costs presented based on hourly rates and materials tied to each deliverable identified therein, for an approximate total of 142.50 hours during the term of the Agreement.

Total contract amount for the period of February 1, 2022 through January 31, 2023 is not to exceed \$55,000.
- III. Contractor shall submit invoices upon completion of tasks/deliverables as outlined in Appendix A, Section IV. Invoices shall document the number of hours spent on the associated deliverable/task outlined in Appendix A, and any additional work outside of the deliverable/task authorized in writing by SFHSA staff or management. The Contractor further understands that payment will be made only upon SFHSA staff and/or management confirmation of completion of each deliverable/task and will cover only those costs specifically associated with completion of that task/deliverable.
- IV. Contractor understands that, of the maximum dollar obligation listed in Article 3 of this Agreement, twenty-seven thousand and six hundred dollars (\$27,600) is for as-needed projects and is neither to be used in the Program Budget, nor available to Contractor without a modification to this Agreement agreed upon by all the parties. Contractor further understands that no payment of any portion of this \$27,600 will be made unless and until such modification or budget revision has been fully approved and executed in accordance with applicable City and Human Services Agency laws, regulations and policies/procedures and certification as to the availability of funds by Controller. Contractor agrees to fully comply with these laws, regulations, and policies/procedures.
- V. A final closing invoice, clearly marked “FINAL,” shall be submitted no later than forty-five (45) calendar days following the closing date of the Agreement, and shall include only those Services rendered during the referenced period of performance. If Services are not invoiced during this period, all unexpended funding set aside for this Agreement will revert to City. City’s final reimbursement to the Contractor at the close of the Agreement period shall not exceed the total amount authorized and certified for this Agreement.

Attachment 1 to Appendix B – Fee Proposal
Underground Advertising
Graphic Design
February 1, 2022 to January 31, 2023

Contractor will be paid based on completion of deliverables. Payments are based on estimated costs including hourly rates and materials tied to activities under each deliverable. In no event shall the total amount of this Agreement exceed fifty-five thousand dollars (\$55,000).

TASK 1: Agency Strategy Plan

Deliverables	Cost to be billed upon completion of the Deliverables	Delivery date
<i>Kick off input meeting, project brief and content assessment</i> <ul style="list-style-type: none"> • Project Brief • Workplan and a shared online spreadsheet to track deliverables, workflow and deadlines. • Design concepts for the report <i>Design concepts</i> <ul style="list-style-type: none"> • 2-3 design concepts for the report and refinements <i>Design development</i> <ul style="list-style-type: none"> • First and second drafts for the report 	\$14,975	2021.02.28
<i>Finalize report</i> <ul style="list-style-type: none"> • Report in print-ready PDF format 	\$6,825	2021.03.14
<i>Design collateral materials</i> <ul style="list-style-type: none"> • Two fact sheets summarizing report • Powerpoint 	\$5,600	2021.03.21

Subtotal for TASK 1: Agency Strategy Plan

\$27,400*

*If costs for the Agency Strategic Plan are lower than expected, than that excess funding will be dedicated to the As-Needed Projects below.

TASK 2: As-needed projects

Contractor will provide estimates for each project ahead of time using the following approved rate schedule:

Task Category	
Creative Direction	\$195/hour
Design	\$175/hour
Account Supervision	\$175/hour
Computer Production	\$150/hour
Copywriting	\$150/hour
Proofreading	\$150/hour

Translation	
Chinese translation	0.28 cents per word
Russian translation	0.30 cents per word
Spanish translation	0.30 cents per word
Tagalog translation	0.30 cents per word
Vietnamese translation	0.30 cents per word

Outside expenses*	Bill at cost plus 10%
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*Outside expenses include printing, translation fees (besides the languages listed above?), photography, stock images, and others as necessary. All outside expenses approved in advance by client.

Subtotal for TASK 2: As-needed projects **\$27,600**

Total Amount

Subtotal for TASK 1: Agency Strategy Plan	\$27,400
Subtotal for TASK 2: As-needed projects	\$27,600
Total for contract:	\$50,000