

M E M O

March 3, 2009

**TO:** ABAG Executive Board  
**FR:** Paul Fassinger, ABAG Research Director *PF*  
Ken Kirkey, ABAG Planning Director *KK*  
**RE:** Authorization to Enter into a Contract with Finger Design for Graphic Design and Production of the Projections 2009/FOCUS Publication and Authorize Solicitation of Printing Services and Award and Execution of Contract to Best Proposal

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The Board is requested to authorize the execution of a contract with Finger Design for development and production of the Projections 2009/FOCUS publication. Finger Design will provide design consultation, art direction, production and press checking for this publication.

To select a designer for this project, ABAG issued a Request for Qualifications for Graphic Design Services. Out of the eleven design firms that responded, four were interviewed, and Finger Design was selected as the most qualified based on their previous experience working for public agencies on similarly complex and high-profile documents. The design and production of the Projections 2009/FOCUS publication is expected to be completed by June 2009.

The Board is also requested to authorize the solicitation of printing services and the award and execution of a contract to the firm with the best proposal.

The purpose of the Projections 2009/FOCUS publication is to describe the current context of regional land use and transportation planning; provide an overview of FOCUS, the development and conservation strategy for the Bay Area; present *Projections*, ABAG's biennial long-term forecast of population, housing, and employment for the nine-county Bay Area; highlight key findings of *Transportation 2035*, the Regional Transportation Plan pertaining to the connection between transportation and land use; and, describe the relationship of existing regional planning efforts to the Global Warming Solutions Act of 2006 and SB 375.

Staff recommends the ABAG Executive Board to authorize the execution of a contract with Finger Design for graphic design and production of the Projections 2009/FOCUS publication in an amount not to exceed \$40,000. Staff also recommends the ABAG Executive Board to authorize the solicitation of printing services and the award and execution of a contract to the firm with the best proposal. The contract will be for an amount not to exceed \$25,000.

Item 6.H.