



Mid-Ohio Regional  
Planning Commission

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## Memorandum

**TO:** Mid-Ohio Regional Planning Commission  
Executive Committee

**FROM:** Laura Koprowski, Director  
Public & Government Affairs

**DATE:** January 5, 2017

**SUBJECT:** Proposed Resolution 01-17: **"Authorizing MORPC to enter into a contract for visual communication and graphic design services"**

MORPC recently accepted proposals in preparation to enter into a new, three-year contract for graphic design services. The notice to accept proposals was advertised on MORPC's website, on diverse list serves such as Ohio MBE and Diversity Bridge, and through direct email from November 14 to November 30, 2016. There were a number of quality proposals received, including some from other regions of the state and even outside of Ohio.

Ibel Agency, which MORPC has previously contracted with for graphic design services, was selected to remain the agency's graphic design firm for the 2017-2019 calendar years. Since the contract could potentially surpass \$75,000 over that time span, a resolution is requested prior to entering into the contract.

The MORPC Public & Government Affairs Department reviewed, scored, and selected Ibel Agency from 15 proposals with input from the other MORPC departments. Ibel Agency stood out visually from the other firms with very clean and fresh designs. We feel they are best suited to carry out MORPC's brand through their graphic design style and capabilities. Staff also believe that the size of Ibel Agency is small enough to create a close relationship with MORPC, but large enough to meet our needs in the amount of work and in a timely manner. The agency also seems to specialize more in design, rather than some of the other firms that were more public relations and marketing oriented with design on the side.

Attachment: Resolution 01-17

**William Murdock, AICP**  
Executive Director

**Matt Greeson**  
Chair

**Rory McGuiness**  
Vice Chair

**Karen J. Angelou**  
Secretary

RESOLUTION 01-17

**“Authorizing MORPC to enter into a contract for visual communication and graphic design services”**

WHEREAS, the Mid-Ohio Regional Planning Commission has many programs, events and services in the areas of transportation, energy, data and mapping, development, the environment, local government, and public policy; and

WHEREAS, MORPC provides local governments, stakeholders, and the public with timely information about planning issues and processes, as well as access to technical and policy information used in the development of plans and programs as part of its public involvement process; and

WHEREAS, MORPC’s marketing and promotional efforts are important to maintaining continuity of the MORPC brand and its reputation in the community, and as a leading Metropolitan Planning Organization; and

WHEREAS, a graphic design firm offers the expertise to conceptualize, design, and deliver quality printed and online materials to reach our community, policymakers, and other audiences; and

WHEREAS, approval of obligations and agreements greater than \$75,000 and in the current budget must be approved the Executive Committee; now therefore

**BE IT RESOLVED BY THE MID-OHIO REGIONAL PLANNING COMMISSION:**

- Section 1. That the Mid-Ohio Regional Planning Commission is hereby authorized to enter into a three-year contract with Ibel Agency for visual and graphic design services for calendar years 2017-2019.
- Section 2. That the executive director is authorized to approve one or more extensions for performance of services under the foregoing agreements and change orders for amounts up to the financial authorization levels in the MORPC bylaws without further authorization from this Commission.
- Section 3. That the executive director is authorized to take such other action and execute and deliver such other documents as, acting with the advice of legal counsel, he shall deem necessary and appropriate to carry out the intent of this resolution.
- Section 4. That this Commission finds and determines that all formal deliberations and actions of this Commission concerning and relating to the adoption of this resolution were taken in open meetings of this Commission.

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Matt Greeson, Chair  
**MID-OHIO REGIONAL PLANNING COMMITTEE**

Effective date: January 1, 2017  
Submitted by: Laura Koprowski, Director, Public & Government Affairs  
Prepared by: Bevan Schneck, Public Affairs Coordinator, Public & Government Affairs  
Authority: Ohio Revised Code Section 713.21  
For action date: January 12, 2017