



Monterey County

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Board Report

Legistar File Number: A 15-203

June 23, 2015

Introduced: 6/10/2015

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) to execute Amendment No.2 to the Agreement (A-12739) with (MYA1104) with Schipper Design LLC for marketing & graphic design services at NMC pursuant to the terms of Request for Proposal (RFP #9600-47), adding \$200,000 for a revised total Agreement amount not to exceed \$500,000 in the aggregate and no change to the term.

RECOMMENDATION:

It is recommended the Board of Supervisors:

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) to execute Amendment No.2 to the Agreement (A-12739) with (MYA1104) with Schipper Design LLC for marketing & graphic design services at NMC pursuant to the terms of Request for Proposal (RFP #9600-47), adding \$200,000 for a revised total Agreement amount not to exceed \$500,000 in the aggregate.

SUMMARY/DISCUSSION:

Schipper Design is a multiple award-winning, local graphic and web design firm that brings a diverse wealth of experience and skills to design services for NMC. Schipper Design has worked with NMC in developing marketing plans, establishing a brand identity, and graphic design and production of marketing collateral and support materials, including logos, brochures, web sites, newsletters, presentations, and advertisements.

Following RFP #9600-47, the Board of Supervisors approved a two-year agreement starting January 1, 2014 with Schipper with a maximum liability of \$100,000. Effective July 1, 2014 the Board approved a first amendment, adding \$200,000. This second amendment would add an additional \$200,000 effective July 1, 2015.

During Calendar Year 2014, Highlights of Schipper Design projects included

- Trauma Center promotional activities including development of brand identity, brochures, newsletters, print advertisement campaign, and opening event
- Patient communications and marketing materials for acute rehabilitation, bariatric surgery, radiology, and women and children's services
- Patient portal development
- Language access services information
- National Hospital, Nurses, Volunteers Week and Doctor's Day celebrations
- Employee recognition activities
- Farmer's market
- Social media development and maintenance
- Website maintenance

During the first half of 2015, Schipper Design projects included:

- Rollout of trauma print advertising campaign;
- Development of trauma advertising campaign for TV and radio;
- Website development for trauma, bariatric surgery, acute rehabilitation, and women's and children's services
- Patient admissions materials and wellness pac development
- Natividad Medical Group promotional materials
- Community outreach booth and banners
- Employee recognition activities
- Family Medicine Residency Program marketing
- Farmer's market promotion
- Website and social media maintenance

Priority projects for the second half of 2015 will include the continued marketing of trauma services in print, TV, radio and social media. Other priority projects include increased marketing of targeted clinical services, website refreshment, and broadened social media presence. This continued work for an additional \$200,000 will assist NMC in increasing awareness of NMC services.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Amendment No. 2 as to legal form and risk provisions, Auditor-Controller has reviewed and approved as to payment provisions. The Amendment No.2 has also been reviewed and approved by NMC's Finance Committee on 5-28-15 and by its Board of Trustees on 6-5-15

FINANCING:

The cost for this Amendment No. 2 is \$200,000 of which \$200,000 is included in the Fiscal Year 2015-16 recommended budget. There is no impact to the General Fund.

Prepared by: Carol Adams, Assistant Administrator Planning & Institutional Dev., 783-2556

Approved by: Gary Gray, DO, Interim Chief Executive Officer, 783-2124

Attachments:

Amendment No.2

Amendment No. 1

Original Agreement with Schipper Design LLC

Spend Sheet

Attachments on file with the Clerk to the Boards Office

for Andrea Rosenberg
Gary Gray DO, Interim Chief Executive Officer

6/15/15
Date