



Monterey County

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Board Report

Legistar File Number: A 18-180

May 22, 2018

Introduced: 5/11/2018

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an agreement with Schipper Design and AMF Media Group pursuant to the Request for Proposal (RFP) #9600-79 for marketing and graphic design services at NMC, with an agreement term beginning on July 1, 2018 through June 30, 2021, with the option to extend the agreement for two (2) additional one year periods; and for an original contract amount not to exceed \$510,000.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to two (2) no-extension amendments, in which the aggregate does not exceed 10% (\$51,000) of the original contract amount.
- c. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to two (2) future amendments, each of would exercise a one year option to extend and add \$170,000 to the agreement, provided that the total cost for the agreement over a five year period does not exceed \$901,000 and so long as an appropriation for the costs of the amendments is included in the County Adopted Budget.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an agreement with Schipper Design and AMF Media Group pursuant to the Request for Proposal (RFP) #9600-79 for marketing and graphic design services at NMC, with an agreement term beginning on July 1, 2018 through June 30, 2021, with the option to extend the agreement for two (2) additional one year periods; and for an original contract amount not to exceed \$510,000.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to two (2) no-extension amendments, in which the aggregate does not exceed 10% (\$51,000) of the original contract amount.
- c. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to two (2) future amendments, each of would exercise a one year option to extend and add \$170,000 to the agreement, provided that the total cost for the agreement over a five year period does not exceed \$901,000 and so long as an appropriation for the costs of the amendments is included in the County Adopted Budget.

SUMMARY/DISCUSSION:

NMC issued a Request for Proposal (RFP) #9600-79 on February 19, 2018 to solicit for one or more new agreements for marketing and graphic design services from qualified vendors. On March 19, 2018 NMC received six (6) proposals from vendors submitted for consideration. All proposals were evaluated

pursuant to the criteria stated in the RFP #9600-79. NMC Upon a thorough selection process NMC identified the top qualified vendors as Schipper Design and AMF Media Group based on the ranking set forth by the NMC selection team. These vendors were tentatively selected to be awarded agreements to provide marketing and graphic design services for NMC. Inclusion on the master agreement does not guarantee award of any specific dollar amount.

Schipper Design, a local marketing and graphic design firm based in San Juan Bautista, brings a diverse wealth of experience and skills for marketing design services. AMF Media Group is an award-winning full-service marketing and communications agency based in San Ramon, California.

The current agreement for marketing and graphic design services expires on June 30, 2018 and is the result of a previous RFP issued by NMC.

NMC will work closely with these vendors in the design and implementation of projects in order to best serve NMC's objectives. This will include providing information, increasing awareness, promoting brand identity, and providing marketing support. The contractors will also provide marketing and graphic design services based on the scope of work specified in the Request for Proposal (RFP) #9600-79.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this agreement as to legal form, and the Auditor-Controller has reviewed and approved as to payment provisions. The agreement has also been reviewed and approved by NMC's Finance Committee on April 26, 2018 and by its Board of Trustees on May 4, 2018.

FINANCING:

The cost for this agreement is \$510,000 of which \$170,000 is included in the Fiscal Year 2018-19 Recommended Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This agreement is for a variety of marketing and graphic design services to support the achievement of strategic growth goals of key clinical services and improved patient experience goals.

- Economic Development
- Administration
- Health and Human Service 2562
- Infrastructure
- Public Safety

Prepared by:

Andrea Rosenberg, Assistant Administrator, Operations and Support Services, 783-2562

Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

Agreement with Schipper Design, awarded per RFP #9600-79

Agreement with AMF Media Group, awarded per RFP #9600-79

Attachments on file with the Clerk of the Board