



# Monterey County

168 West Alisal Street,  
1st Floor  
Salinas, CA 93901  
831.755.5066

## Board Report

Legistar File Number: A 18-210

July 24, 2018

**Introduced:** 5/24/2018

**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 each 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 initial agreement term beginning on August 1, 2018 through July 30, 2021, with the option to extend the agreement for two (2) additional one (1) year periods; and for a total aggregate not to exceed amount of \$975,000 for both contracts for the initial three-year term.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to two (2) future amendments to each agreement, each amendment exercising a one year option to extend, for an additional aggregate not to exceed amount of \$325,000 for both contracts for Fiscal Year 2021-2022 and for an additional aggregate not to exceed amount of \$325,000 for both contracts for Fiscal Year 2022-2023 , provided that the total cost for both agreements over a five year period does not exceed \$1,625,000, 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 each 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 initial agreement term beginning on August 1, 2018 through July 30, 2021, with the option to extend the agreement for two (2) additional one (1) year periods; and for a total aggregate not to exceed amount of \$975,000 for both contracts for the initial three-year term.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to two (2) future amendments to each agreement, each amendment exercising a one year option to extend, for an additional aggregate not to exceed amount of \$325,000 for both contracts for Fiscal Year 2021-2022 and for an additional aggregate not to exceed amount of \$325,000 for both contracts for Fiscal Year 2022-2023 , provided that the total cost for both agreements over a five year period does not exceed \$1,625,000, 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. 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.

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 June 28, 2018 and by its Board of Trustees on July 13, 2018.

**FINANCING:**

The cost for this agreement is \$1,625,000 of which \$325,000 is included in the Fiscal Year 2018-19 Adopted 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
- 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

