

## 1.0 AGREEMENT BETWEEN NATIVIDAD MEDICAL CENTER (COUNTY OF MONTEREY) AND CONTRACTOR

- 1.1 This AGREEMENT is made and entered into by and between Natividad Medical Center, the County of Monterey, a political subdivision of the State of California, and **GNU GROUP** hereinafter referred to as "CONTRACTOR."

## 2.0 RECITALS

- 2.1 WHEREAS, Natividad Medical Center (County of Monterey) has invited QUALIFICATIONS through the Request for QUALIFICATIONS (RFQ) #9600-42 for Interior and Exterior Hospital Signage Analysis, Fabrication and Installation Services, in accordance with the specifications set forth in this AGREEMENT; and
- 2.2 WHEREAS, CONTRACTOR has submitted a responsive and responsible proposal to perform such services; and
- 2.3 WHEREAS, CONTRACTOR has the expertise and capabilities necessary to provide the services requested.
- 2.4 NOW THEREFORE, Natividad Medical Center (County of Monterey) and CONTRACTOR, for the consideration hereinafter named, agrees as follows:

## 3.0 PERFORMANCE OF THE AGREEMENT

- 3.1 After consideration and evaluation of the CONTRACTOR'S proposal, Natividad Medical Center (County of Monterey) hereby engages CONTRACTOR to provide the services set forth in RFQ # 9600-42 and in this AGREEMENT on the terms and conditions contained herein and in RFQ # 9600-42. The intent of this AGREEMENT is to summarize the contractual obligations of the parties. The component parts of this AGREEMENT include the following:

RFQ # 9600-42 dated **November 13, 2012** including all attachments and exhibits  
CONTRACTOR'S Proposal dated **January 10, 2013**.  
AGREEMENT  
Certificate of Insurance  
Additional Insured Endorsements

- 3.2 All of the above-referenced contract documents are intended to be complementary. Work required by one of the above-referenced contract documents and not by others shall be done as if required by all. In the event of a conflict between or among component parts of the contract, the contract documents shall be construed in the following order: AGREEMENT, CONTRACTOR'S Proposal, RFQ #9600-42 including all attachments and exhibits, Certificate of Insurance, and Additional Insured Endorsements.

- 3.3 CONTRACTOR warrants that CONTRACTOR and CONTRACTOR's agents, employees, and subcontractors performing services under this AGREEMENT are specially trained, experienced, competent, and appropriately licensed to perform the work and deliver the services required under this AGREEMENT and are not employees of NMC (Monterey County), or immediate family of an employee of Natividad Medical Center (County of Monterey).
- 3.4 CONTRACTOR, its agents, employees, and subcontractors shall perform all work in a safe and skillful manner and in compliance with all applicable laws and regulations. All work performed under this AGREEMENT that is required by law to be performed or supervised by licensed personnel shall be performed in accordance with such licensing requirements.
- 19.4.1 CONTRACTOR must maintain all licenses throughout the term of the AGREEMENT.
- 3.5 CONTRACTOR shall furnish, at its own expense, all materials, equipment, and personnel necessary to carry out the terms of this AGREEMENT, except as otherwise specified in this AGREEMENT. CONTRACTOR shall not use Natividad Medical Center premises, property (including equipment, instruments, or supplies) or personnel for any purpose other than in the performance of its obligations under this AGREEMENT.

## 4.0 SCOPE OF SERVICE

- 4.1 Contractor Minimum Work Performance Percentage: CONTRACTOR shall perform with his own organization contract work amounting to not less than 50 percent of the original total contract price, except that any designated 'Specialty Items' may be performed by subcontract and the amount of any such 'Specialty Items' so performed may be deducted from the original total contract price before computing the amount of work required to be performed by the Contractor with his own organization.

- 4.2 The Scope of Work includes but is not limited to the following:

### 4.2.1 ANALYSIS / SIGNAGE MASTER PLAN

- 4.2.1.1 Perform a complete analysis and evaluation of wayfinding/signage, here and after referred to as "Signage Program", needs for the Medical Center that includes interior and exterior signage.
- 4.2.1.2 Develop a comprehensive Signage Program that includes a signage master plan describing size, type, and location of the way finding signage for the entire Natividad Medical Center campus.

### 20.2.2 MASTER PLAN BREAKDOWN

- 4.2.2.1 NMC desires to have the project completed in two phases.

- 4.2.2.1.1 Phase I: INTERIOR Signage Program, and;  
4.2.2.1.2 Phase II: EXTERIOR Signage Program.

In general, signage should have the following characteristics:

- 4.2.2.2.3 Signs are large enough to see
- 4.2.2.2.4 Messages are understandable and culturally sensitive for non-English speaking / Limited English Proficiency (LEP) patrons
- 4.2.2.2.5 Signs are well located
- 4.2.2.2.6 Exterior and Interior signage systems work in unison
- 4.2.2.2.7 Signs shall comply with American with Disabilities Act (ADA) requirements
- 4.2.2.2.8 Signs shall comply with all state and federal regulatory agencies
- 4.2.2.2.9 Sign system shall be flexible for future updates and additions

4.2.3 In addition to the Signage Program master plan, the Signage Program firm will be responsible for the following deliverables:

- 4.2.3.1 Development of a series of sign types applicable for specific sign situations (i.e. directional, directory, room identification)
- 4.2.3.2 Development of specific sign specifications, including materials, sizes, construction, and installation methods
- 4.2.3.3 Development of graphic standards including colors, pictograms (such as universal symbols/universal healthcare symbols) typefaces, sign design, and graphic elements meeting ADA requirements.
- 4.2.5.4 Estimated costs for fabrication of all signs identified in the Signage Program Master Plan.
- 4.2.5.5 Time Line for Master Plan Completion

4.2.4 Interior signage should include the following:

- 4.2.4.1 Building/department identity at reception areas and entry points into the Medical Center
- 4.2.4.2 Building directories
- 4.2.4.3 Directories at each floor elevator lobby
- 4.2.4.4 Wayfinding message schedules at all critical access points throughout the Medical Center
- 4.2.4.5 Room identity placard signs
- 4.2.4.6 Regulatory signage
- 4.2.4.7 Fire/life safety signage

## 5.0 TERM OF AGREEMENT

- 5.1 The initial term shall commence with the signing of the AGREEMENT through and including **June 30, 2014** with the option to extend the AGREEMENT for two (2) additional one (1) year periods. Natividad Medical Center (County of Monterey) is not required to state a reason if it elects not to renew this AGREEMENT.

- 5.2 If Natividad Medical Center (County of Monterey) exercises its option to extend, all applicable parties shall mutually agree upon the extension, including any changes in rate and/or terms and conditions.
- 5.3 Natividad Medical Center (County of Monterey) reserves the right to cancel the AGREEMENT, or any extension of the AGREEMENT, without cause, with a thirty (30) day written notice, or immediately with cause.

## **6.0 COMPENSATION AND PAYMENTS**

- 6.1 It is mutually understood and agreed by both parties that CONTRACTOR shall be compensated under this AGREEMENT in accordance with the pricing sheet attached hereto.
- 6.2 Prices shall remain firm for the initial term of this AGREEMENT and, thereafter, may be adjusted annually as provided in this paragraph. Natividad Medical Center (County of Monterey) does not guarantee any minimum or maximum amount of dollars to be spent under this AGREEMENT.
- 6.3 Negotiations for rate changes shall be commenced, by CONTRACTOR, a minimum of ninety days (90) prior to the expiration of this AGREEMENT.
- 6.4 Any discount offered by the CONTRACTOR must allow for payment after receipt and acceptance of services, material or equipment and correct invoice, whichever is later. In no case will a discount be considered that requires payment in less than 30 days.
- 6.5 CONTRACTOR shall levy no additional fees or surcharges of any kind during the term of this AGREEMENT without first obtaining approval from NMC in writing.
- 6.6 Tax:
  - 6.6.1 Pricing as per this AGREEMENT is inclusive of all applicable taxes.
  - 6.6.2 County is registered with the Internal Revenue Service, San Francisco office, registration number 94730022K. The County is exempt from Federal Transportation Tax; an exemption certificate is not required where shipping documents show Monterey County as consignee.

## **7.0 INVOICES AND PURCHASE ORDERS**

- 7.1 Invoices for all services rendered per this AGREEMENT shall be billed directly to the Natividad Medical Center Accounts Payable department at the following address:

Natividad Medical Center  
Accounts Payable Department  
P.O. Box 81611  
Salinas, CA. 93912

- 7.2 CONTRACTOR shall reference the RFQ/RFQ number on all invoices submitted to Natividad Medical Center. CONTRACTOR shall submit such invoices periodically or at the completion of services, but in any event, not later than 30 days after completion of services. The invoice shall set forth the amounts claimed by CONTRACTOR for the previous period, together with an itemized basis for the amounts claimed, and such other information pertinent to the invoice. Natividad Medical Center (County of Monterey) shall certify the invoice; either in the requested amount or in such other amount as Natividad Medical Center (Monterey County) approves in conformity with this AGREEMENT, and shall promptly submit such invoice to the County Auditor-Controller for payment. County Auditor-Controller shall pay the amount certified within 30 days of receiving the certified invoice.
- 7.3 All Natividad Medical Center (County of Monterey) Purchase Orders issued for the AGREEMENT are valid only during the fiscal year in which they are issued (the fiscal year is defined as July 1 through June 30).
- 7.4 Unauthorized Surcharges or Fees: Invoices containing unauthorized surcharges or unauthorized fees of any kind shall be rejected by Natividad Medical Center (County of Monterey). Surcharges and additional fees not included the AGREEMENT must be approved by Natividad Medical Center (County of Monterey) in writing via an Amendment.

## 8.0 INDEMNIFICATION

- 8.1 CONTRACTOR shall indemnify, defend, and hold harmless NMC (hereinafter "County"), its officers, agents and employees from any and all claims, liability and losses whatsoever (including damages to property and injuries to or death of persons, court costs, and reasonable attorneys' fees) Occurring or resulting to any and all persons, firms or corporations furnishing or supplying work, services, materials, or supplies in connection with the performance of this Agreement, and from any and all claims, liabilities, and losses occurring or resulting to any person, firm, or corporation for damage, injury, or death arising out of or connected with the CONTRACTOR's performance of this Agreement, unless such claims, liabilities, or losses arise out of the sole negligence or willful misconduct of County. "CONTRACTOR's performance" includes CONTRACTOR's action or inaction and the action or inaction of CONTRACTOR's officers, employees, agents and subcontractors.

## 9.0 INSURANCE REQUIREMENTS

- 9.1 Evidence of Coverage:
- 9.1.1 Prior to commencement of this AGREEMENT, CONTRACTOR shall provide a "Certificate of Insurance" certifying that coverage as required herein has been obtained. Individual endorsements executed by the insurance carrier shall accompany the certificate. In addition CONTRACTOR upon request shall provide a certified copy of the policy or policies.
- 9.1.2 This verification of coverage shall be sent to the County of Monterey's Contracts/Purchasing Department, unless otherwise directed. CONTRACTOR shall not receive a "Notice to

Proceed” with the work under this AGREEMENT until it has obtained all insurance required and such, insurance has been approved by County of Monterey. This approval of insurance shall neither relieve nor decrease the liability of CONTRACTOR.

9.2 Qualifying Insurers: All coverage’s, except surety, shall be issued by companies which hold a current policy holder’s alphabetic and financial size category rating of not less than A- VII, according to the current Best’s Key Rating Guide or a company of equal financial stability that is approved by County of Monterey’s Purchasing Officer.

9.3 Insurance Coverage Requirements:

9.3.1 Without limiting CONTRACTOR’s duty to indemnify, CONTRACTOR shall maintain in effect throughout the term of this AGREEMENT a policy or policies of insurance with the following minimum limits of liability:

9.3.1.1 Commercial general liability insurance, including but not limited to premises and operations, including coverage for Bodily Injury and Property Damage, Personal Injury, Contractual Liability, Broadform Property Damage, Independent Contractors, Products and Completed Operations, with a combined single limit for Bodily Injury and Property Damage of not less than \$1,000,000 per occurrence.

9.3.1.2 Business automobile liability insurance, covering all motor vehicles, including owned, leased, non-owned, and hired vehicles, used in providing services under this AGREEMENT, with a combined single limit for Bodily Injury and Property Damage of not less than \$1,000,000 per occurrence.

9.3.1.3 Workers’ Compensation Insurance, if CONTRACTOR employs others in the performance of this AGREEMENT, in accordance with California Labor Code section 3700 and with Employer’s Liability limits not less than \$1,000,000 each person, \$1,000,000 each accident and \$1,000,000 each disease.

9.3.4 Professional liability insurance, if required for the professional services being provided, (e.g., those persons authorized by a license to engage in a business or profession regulated by the California Business and Professions Code), in the amount of not less than \$1,000,000 per claim and \$2,000,000 in the aggregate, to cover liability for malpractice or errors or omissions made in the course of rendering professional services. If professional liability insurance is written on a “claims-made” basis rather than an occurrence basis, CONTRACTOR shall, upon the expiration or earlier termination of this AGREEMENT, obtain extended reporting coverage (“tail coverage”) with the same liability limits. Any such tail coverage shall continue for at least three years following the expiration or earlier termination of this AGREEMENT.

9.4 Other Insurance Requirements:

9.4.1 All insurance required by this AGREEMENT shall be with a company acceptable to County of Monterey and issued and executed by an admitted insurer authorized to transact Insurance business in the State of California. Unless otherwise specified by this AGREEMENT, all

such insurance shall be written on an occurrence basis, or, if the policy is not written on an occurrence basis, such policy with the coverage required herein shall continue in effect for a period of three years following the date CONTRACTOR completes its performance of services under this AGREEMENT.

- 9.4.2 Each liability policy shall provide that County of Monterey shall be given notice in writing at least thirty days in advance of any endorsed reduction in coverage or limit, cancellation, or intended non-renewal thereof. Each policy shall provide coverage for CONTRACTOR and additional insureds with respect to claims arising from each subcontractor, if any, performing work under this AGREEMENT, or be accompanied by a certificate of insurance from each subcontractor showing each subcontractor has identical insurance coverage to the above requirements.
- 9.4.3 Commercial general liability and automobile liability policies shall provide an endorsement naming the County of Monterey, its officers, agents, and employees as Additional Insureds with respect to liability arising out of the CONTRACTOR'S work, including ongoing and completed operations, and shall further provide that such insurance is primary insurance to any insurance or self-insurance maintained by the County of Monterey and that the insurance of the Additional Insureds shall not be called upon to contribute to a loss covered by the CONTRACTOR'S insurance.
- 9.4.4 Prior to the execution of this AGREEMENT by County of Monterey, CONTRACTOR shall file certificates of insurance with County of Monterey's contract administrator and County of Monterey's Contracts/Purchasing Division, showing that CONTRACTOR has in effect the insurance required by this AGREEMENT. CONTRACTOR shall file a new or amended certificate of insurance within five calendar days after any change is made in any insurance policy, which would alter the information on the certificate then on file. Acceptance or approval of insurance shall in no way modify or change the indemnification clause in this AGREEMENT, which shall continue in full force and effect.
- 9.4.5 CONTRACTOR shall at all times during the term of this AGREEMENT maintain in force the insurance coverage required under this AGREEMENT and shall send, without demand by County of Monterey, annual certificates to County of Monterey's Contract Administrator and County of Monterey's Contracts/Purchasing Division. If the certificate is not received by the expiration date, County of Monterey shall notify CONTRACTOR and CONTRACTOR shall have five calendar days to send in the certificate, evidencing no lapse in coverage during the interim. Failure by CONTRACTOR to maintain such insurance is a default of this AGREEMENT, which entitles County of Monterey, at its sole discretion, to terminate this AGREEMENT immediately.

## 10.0 RECORDS AND CONFIDENTIALITY

- 10.1 Confidentiality: CONTRACTOR and its officers, employees, agents, and subcontractors shall comply with any and all federal, state, and local laws, which provide for the confidentiality of records and other information. CONTRACTOR shall not disclose any confidential records or other confidential information received from the County of Monterey or prepared in connection with the

performance of this AGREEMENT, unless County of Monterey specifically permits CONTRACTOR to disclose such records or information. CONTRACTOR shall promptly transmit to County of Monterey any and all requests for disclosure of any such confidential records or information. CONTRACTOR shall not use any confidential information gained by CONTRACTOR in the performance of this AGREEMENT except for the sole purpose of carrying out CONTRACTOR's obligations under this AGREEMENT.

- 10.2 County of Monterey Records: When this AGREEMENT expires or terminates, CONTRACTOR shall return to Natividad Medical Center any Natividad Medical Center records which CONTRACTOR used or received from Natividad Medical Center (County of Monterey) to perform services under this AGREEMENT.
- 10.3 Maintenance of Records: CONTRACTOR shall prepare, maintain, and preserve all reports and records that may be required by federal, state, County of Monterey and Natividad Medical Center rules and regulations related to services performed under this AGREEMENT.
- 10.4 Access to and Audit of Records: Natividad Medical Center (Monterey County) shall have the right to examine, monitor and audit all records, documents, conditions, and activities of CONTRACTOR and its subcontractors related to services provided under this AGREEMENT. The parties to this AGREEMENT may be subject, at the request of Natividad Medical Center (Monterey County) or as part of any audit of County, to the examination and audit of the State Auditor pertaining to matters connected with the performance of this AGREEMENT for a period of three years after final payment under the AGREEMENT.

## 11.0 NON-DISCRIMINATION

- 11.1 During the performance of this contract, CONTRACTOR shall not unlawfully discriminate against any employee or applicant for employment because of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, age (over 40), sex, or sexual orientation. CONTRACTOR shall ensure that the evaluation and treatment of its employees and applicants for employment are free of such discrimination. CONTRACTOR shall comply with the provisions of the Fair Employment and Housing Act (Government Code, §12900, et seq.) and the applicable regulations promulgated thereunder (California Code of Regulations, Title 2, §7285.0, et seq.).
- 11.2 The applicable regulations of the Fair Employment and Housing Commission implementing Government Code, §12900, et seq., set forth in Chapter 5 of Division 4 of Title 2 of the California Code of Regulations are incorporated into this AGREEMENT by reference and made a part hereof as if set forth in full.
- 11.3 CONTRACTOR shall include the non-discrimination and compliance provisions of the clause in all AGREEMENTS with subcontractors to perform work under the contract.



## 12.0 OVERRIDING CONTRACTOR PERFORMANCE REQUIREMENTS

- 12.1 Independent Contractor: CONTRACTOR shall be an independent contractor and shall not be an employee of Natividad Medical Center or Monterey County, nor immediate family of an employee of County. CONTRACTOR shall be responsible for all insurance (General Liability, Automobile, Workers' Compensation, unemployment, etc.) and all payroll-related taxes. CONTRACTOR shall not be entitled to any employee benefits. CONTRACTOR shall control the manner and means of accomplishing the result contracted for herein.
- 12.2 Minimum Work Performance Percentage: CONTRACTOR shall perform with his own organization contract work amounting to not less than 50 percent of the original total AGREEMENT amount, except that any designated 'Specialty Items' may be performed by subcontract and the amount of any such 'Specialty Items' so performed may be deducted from the original total AGREEMENT amount before computing the amount of work required to be performed by CONTRACTOR with his own organization or per a consortium.
- 12.3 Non-Assignment: CONTRACTOR shall not assign this contract or the work required herein without the prior written consent of County.
- 12.4 Any subcontractor shall comply with all of County of Monterey requirements, including insurance and indemnification requirements as detailed in SAMPLE AGREEMENT.

## 13.0 CONFLICT OF INTEREST

- 13.1 CONTRACTOR covenants that CONTRACTOR, its responsible officers, and its employees having major responsibilities for the performance of work under the AGREEMENT, presently have no interest and during the term of this AGREEMENT will not acquire any interests, direct or indirect, which might conflict in any manner or degree with the performance of CONTRACTOR'S services under this AGREEMENT.

## 14.0 COMPLIANCE WITH APPLICABLE LAWS

- 14.1 CONTRACTOR shall keep itself informed of and in compliance with all federal, state and local laws, ordinances, regulations, and orders, including but not limited to all state and federal tax laws that may affect in any manner the Project or the performance of the Services or those engaged to perform Services under this AGREEMENT. CONTRACTOR shall procure all permits and licenses, pay all charges and fees, and give all notices required by law in the performance of the Services.
- 14.2 CONTRACTOR shall report immediately to Natividad Medical Center's Contracts/Purchasing Officer, in writing, any discrepancy or inconsistency it discovers in the laws, ordinances, regulations, orders, and/or guidelines in relation to the Project of the performance of the Services.

- 14.3 All documentation prepared by CONTRACTOR shall provide for a completed project that conforms to all applicable codes, rules, regulations and guidelines that are in force at the time such documentation is prepared.

### 15.0 FORCE MAJEURE

- 15.1 "Force Majeure" means any cause beyond the reasonable control of a party, including but not limited to acts of God, civil or military disruption, fire, strike, flood, riot, war, or inability due to the aforementioned causes to obtain necessary labor, materials or facilities.

If any party hereto is delayed or prevented from fulfilling its obligations under this AGREEMENT by Force Majeure, said party will not be liable under this AGREEMENT for said delay or failure, nor for damages or injuries resulting directly from the inability to perform scheduled work due to Force Majeure.

CONTRACTOR shall be granted an automatic extension of time commensurate with any delay in performing scheduled work arising from Force Majeure. CONTRACTOR agrees to resume such work within three (3) days after the Force Majeure has subsided enough to do so.

### 16.0 RIGHTS AND REMEDIES OF THE COUNTY FOR DEFAULT

- 16.1 In the case of default by CONTRACTOR, County of Monterey may procure the articles or services from other sources and may recover the loss occasioned thereby from any unpaid balance due to CONTRACTOR or by proceeding against any performance bond of CONTRACTOR, if any, or by suit against CONTRACTOR. The prices paid by County of Monterey shall be considered the prevailing market price at the time such purchase(s) may be made. Inspections of deliveries or offers for deliveries that do not meet specifications shall be made at the expense of CONTRACTOR.

### 17.0 TRAVEL REIMBURSEMENT

- 17.1 Travel reimbursements shall not exceed the IRS allowance rates as per County of Monterey Travel Policy. A copy of County's Travel Policy is available on the Auditor-Controller's web site at: <http://www.co.monterey.ca.us/auditor/policy.htm>.

### 18.0 NOTICES

- 18.1 Non-Assignment: CONTRACTOR shall not assign this contract or the work required herein without the prior written consent of Natividad Medical Center (County of Monterey).

Notices required to be given to the respective parties under this AGREEMENT shall be deemed given by any of the following means: (1) when personally delivered to Natividad Medical Center's (County of Monterey's) contract manager or to CONTRACTOR'S responsible officer; (2) when

personally delivered to the party's principle place of business during normal business hours, by leaving notice with any person apparently in charge of the office and advising such person of the import and contents of the notice; (3) 24 hours after the notice is transmitted by FAX machine to the other party, at the party's FAX number specified pursuant to this AGREEMENT, provided that the party giving notice by FAX must promptly confirm receipt of the FAX by telephone to the receiving party's office; or, (4) three (3) days after the notice is deposited in the U. S. mail with first class or better postage fully prepaid, addressed to the party as indicated below.

Notices mailed or faxed to the parties shall be addressed as follows:

**TO NMC:**

Sid Cato  
Management Analyst, Contracts  
Natividad Medical Center  
1441 Constitution Blvd.  
Salinas, CA. 93906  
Tel. No.: (831) 783-2620  
FAX No.: (831) 757-2592  
[catosl@natividad.com](mailto:catosl@natividad.com)

**TO CONTRACTOR:**

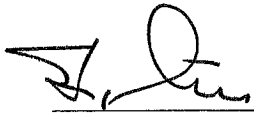
Phil Murphy, CEO/President  
GNU Group  
3445 Mt. Diablo Blvd  
Lafayette, CA. 94549  
Tel. No.: 925-444-2020  
FAX:  
[pmurphy@gnugroup.com](mailto:pmurphy@gnugroup.com)

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**19.0 LEGAL DISPUTES**

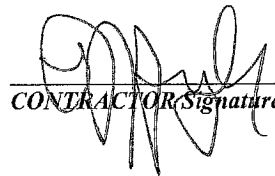
- 19.1 CONTRACTOR agrees that this AGREEMENT and any dispute arising from the relationship between the parties to this AGREEMENT, shall be governed and interpreted by the laws of the State of California, excluding any laws that direct the application of another jurisdiction's laws.
- 19.2 Any dispute that arises under or relates to this AGREEMENT (whether contract, tort, or both) shall be resolved in the Superior Court of California in Monterey County, California.
- 19.3 CONTRACTOR shall continue to perform under this AGREEMENT during any dispute.
- 19.4 The parties agree to waive their separate rights to a trial by jury. This waiver means that the trial will be before a judge.

  
\_\_\_\_\_  
*Natividad Medical Center Signature*

Harry Weis  
Printed Name

Chief Executive Officer  
Title

5/6/13  
Date

  
\_\_\_\_\_  
*CONTRACTOR Signature*

Phil Murphy  
Printed Name

CEO/President  
Title

5/2/13  
Date

**NATIVIDAD MEDICAL CENTER**

By: \_\_\_\_\_  
Sid Cato, NMC Management Analyst/Contracts

Date: \_\_\_\_\_

By: [Signature]  
Harry Weis, NMC Chief Executive Officer

Date: 5/6/13

**Approved as to Legal Provisions**

By: [Signature]  
Anne Brauer  
Deputy County Counsel

Date: June 10, 2013

**Approved as to Fiscal Provisions**

By: [Signature]  
Gary Giboney  
Auditor/Controller's Office

Date: 6/11/13

**CONTRACTOR**

GNU GROUP  
Contractor's Business Name\*\*\*

[Signature]  
Signature of Chair, President, or Vice-President

Phil Murphy, President/CEO  
Name and Title

Date: 5/2/13

By: [Signature]  
(Signature of Secretary, Asst. Secretary, CFO, Treasurer or Asst. Treasurer)

Kirk Miller, COO/CFO  
Name and Title

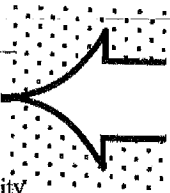
Date: 5/2/13

**\*\*\*INSTRUCTIONS:**

If CONTRACTOR is a corporation, including limited liability and non-profit corporations, the full legal name of the corporation shall be set forth above together with the signatures of two specified officers.

If CONTRACTOR is a partnership, the name of the partnership shall be set forth above together with the signature of a partner who has authority to execute this Agreement on behalf of the partnership.

If CONTRACTOR is contracting in and individual capacity, the individual shall set forth the name of the business, if any and shall personally sign the Agreement.





# CERTIFICATE OF LIABILITY INSURANCE

GNUGR-1

OP ID: SC

DATE (MM/DD/YYYY)  
04/26/13

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> <b>Kosich Insurance Agency, Inc.</b> 3435 Mt. Diablo Blvd. Ste. 300 Lafayette, CA 94549 Kosich Insurance Agency, Inc.	925-284-3911 925-284-3919	CONTACT NAME: PHONE (A/C, No, Ext): E-MAIL ADDRESS:	FAX (A/C, No):																				
	<b>INSURED</b> <b>GNU Group</b> <b>PJ Murphy &amp; Associates</b> 3445 Mt. Diablo Blvd. Lafayette, CA 94549		<table border="1"> <tr> <th colspan="2">INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A :</td> <td><b>Peerless Insurance Company</b></td> <td></td> </tr> <tr> <td>INSURER B :</td> <td><b>Golden Eagle Insurance Corp.</b></td> <td></td> </tr> <tr> <td>INSURER C :</td> <td><b>Markel American Insurance Co.</b></td> <td></td> </tr> <tr> <td>INSURER D :</td> <td><b>Preferred Employers Insurance</b></td> <td><b>10900</b></td> </tr> <tr> <td>INSURER E :</td> <td></td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE		NAIC #	INSURER A :	<b>Peerless Insurance Company</b>		INSURER B :	<b>Golden Eagle Insurance Corp.</b>		INSURER C :	<b>Markel American Insurance Co.</b>		INSURER D :	<b>Preferred Employers Insurance</b>	<b>10900</b>	INSURER E :			INSURER F :	
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INSURER F :																							

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**


THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input checked="" type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC			CBP8116050	02/01/13	02/01/14	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			BA8113950	02/01/13	02/01/14	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			CU8112551	02/01/13	02/01/14	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			WKN146952-1	06/01/12	06/01/13	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C	PROF LIABILITY			MG836189	11/21/12	11/21/13	CLMS MADE 1,000,000 AGGREGATE 2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

The County of Monterey, its Officers, Agents and Employees and Natividad Medical Center are included as additional insureds for General Liability per the attached endorsement form, GECE 970(01/11) which states the coverage is primary and non-contributory, and for Automobile Liability per the attached endorsement form, GECA 701(01/07).

**CERTIFICATE HOLDER****CANCELLATION**

<b>NATIV-1</b> <b>Natividad Medical Center</b> <b>Contracts Manager</b> 1441 Constitution Blvd Salinas, CA 93906	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 
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Policy Number CBP8116050

**THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.**

## **COMMERCIAL LIABILITY GOLD ENDORSEMENT – CONTRACTORS**

This endorsement modifies insurance provided under the following:

### **COMMERCIAL GENERAL LIABILITY COVERAGE PART**

#### **SECTION I – COVERAGES**

#### **COVERAGE A. BODILY INJURY AND PROPERTY DAMAGE LIABILITY**

##### **2. Exclusions**

Item 2.g. 2) is replaced with the following:

2.g. 2) a watercraft you do not own that is:

- a) less than 50 feet long; and
- b) Not being used to carry persons or property for a charge.

Item 2.g. 6) is added:

- 6) An aircraft in which you have no ownership interest and that you have chartered with crew.

The last paragraph of 2. Exclusions is replaced with the following:

Exclusions c. through n. do not apply to damage by fire, explosion, sprinkler leakage, or lightning to premises while rented to you, temporarily occupied by you with the permission of the owner, or managed by you under a written agreement with the owner. A separate limit of insurance applies to this coverage as described in Section III – Limits of Insurance.

#### **SECTION I – COVERAGES**

#### **COVERAGE C. MEDICAL PAYMENTS**

If Medical Payments Coverage is provided under this policy, the following is changed:

##### **3. Limits**

The medical expense limit provided by this policy shall be the greater of:

- a. \$10,000; or
- b. The amount shown in the declarations.

Coverage C. Medical Payments is primary and not contributing with any other insurance, even if that other insurance is also primary.

The following is added:

#### **COVERAGE D. PRODUCT RECALL NOTIFICATION EXPENSES**

##### **Insuring Agreement**

We will pay "product recall notification expenses" incurred by you for the withdrawal of your products, provided that:

- a. Such withdrawal is required because of a determination by you during the policy period, that the use or consumption of your products could result in "bodily injury" or "property damage"; and
- b. The "product recall notification expenses" are incurred and reported to us during the policy period.

The most we will pay for "product recall notification expenses" during the policy period is \$100,000.

#### **SUPPLEMENTARY PAYMENTS – COVERAGES A AND B**

Item b. and d. are replaced with:

- b. The cost of bail bonds required because of accidents or traffic law violations arising out of the use of any vehicle to which the Bodily Injury Liability Coverage applies. We do not have to furnish these bonds.
- d. All reasonable expenses incurred by the insured at our request to assist us in the investigation or defense of the claim or "suit" including actual loss of earnings up to \$500 a day because of time off from work.

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GECC 970 (01/11)

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02/01/2012

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## SECTION II – WHO IS AN INSURED

Item 4. is replaced with:

4. Any subsidiaries, companies, corporations, firms, or organizations you acquire or form during the policy period over which you maintain a controlling interest of greater than 50% of the stock or assets, will qualify as a Named Insured if:
- a) you have the responsibility of placing insurance for such entity; and
  - b) coverage for the entity is not otherwise more specifically provided; and
  - c) the entity is incorporated or organized under the laws of the United States of America.

However, coverage under this provision does not apply to "bodily injury" or "property damage" that occurred before you acquired or formed the entity, or "personal injury" or "advertising injury" arising out of an offense committed before you acquired or formed the entity.

Coverage under this provision is afforded only until the end of the policy period, or the twelve (12) month anniversary of the policy inception date whichever is earlier.

## SECTION III – LIMITS OF INSURANCE

Paragraph 2. is amended to include:

The General Aggregate Limit of Insurance applies separately to each "location" owned by you, rented to you, or occupied by you with the permission of the owner.

Paragraph 6. is replaced with the following:

6. Subject to 5. above, the Fire Damage Limit is the most we will pay under Coverage A for damages because of "property damage" to premises while rented to you, temporarily occupied by you with permission of the owner, or managed by you under a written agreement with the owner, arising out of any one fire, explosion or sprinkler leakage incident.

The Fire Damage Limit provided by this policy shall be the greater of:

- a. \$500,000 or
- b. The amount shown in the Declarations.

## SECTION IV – COMMERCIAL GENERAL LIABILITY CONDITIONS

Item 2. a. is replaced with:

### 2. Duties In The Event of Occurrence, Offense, Claim or Suit

- a. You must promptly notify us. Your duty to promptly notify us is effective when any of your executive officers, partners, members, or legal representatives is aware of the "occurrence", offense, claim, or "suit". Knowledge of an "occurrence", offense, claim or "suit" by other employee(s) does not imply you also have such knowledge. To the extent possible, notice to us should include:
  - 1) How, when and where the "occurrence" or offense took place;
  - 2) The names and addresses of any injured persons and witnesses; and
  - 3) The nature and location of any injury or damage arising out of the "occurrence", offense, claim or "suit".

Item 4. b. 1) b) is replaced with:

#### b. Excess Insurance

- 1) b) That is Fire, Explosion or Sprinkler Leakage insurance for premises while rented to you, temporarily occupied by you with permission of the owner, or managed by you under a written agreement with the owner; or

Item 6. is amended to include:

### 6. Representations

- d. If you unintentionally fail to disclose any hazards existing at the inception date of your policy, we will not deny coverage under this Coverage Part because of such failure. However, this provision does not affect our right to collect additional premium or exercise our right of cancellation or non-renewal.

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GECC 970 (01/11)

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Item 8. is replaced with:

**8. Transfer of Rights Of Recovery Against Others To Us**

- a. If the insured has rights to recover all or part of any payment we have made under this Coverage Part, those rights are transferred to us. The insured must do nothing after loss to impair them. At our request, the insured will bring suit or transfer those rights to us and help us enforce them.
- b. If required by a written "insured contract", we waive any right of recovery we may have against any person or organization because of payments we make for injury or damage arising out of your ongoing operations or "your work" done under that written "insured contract" for that person or organization and included in the "products-completed operations hazard".

Item 10. and Item 11. are added:

**10. Cancellation Condition**

If we cancel this policy for any reason other than nonpayment of premium we will mail or deliver written notice of cancellation to the first Named Insured at least 60 days prior to the effective date of cancellation.

**11. Liberalization**

If we adopt a change in our forms or rules which would broaden your coverage without an extra charge, the broader coverage will apply to this policy. This extension is effective upon the approval of such broader coverage in your state.

**SECTION V – DEFINITIONS**

The following definitions are added or changed:

**9. "Insured contract"**

a. Is changed to:

- a. A contract for a lease of premises. However, that portion of the contract for a lease of premises that indemnifies any person or organization for damage by fire, explosion or sprinkler leakage to premises while rented to you, or temporarily occupied by you with permission of the owner, or managed by you under a written agreement with the owner is not an "insured contract".

23. and 24. are added:

- 23. "Location" means premises involving the same or connecting lots, or premises whose connection is interrupted only by a street, roadway, waterway or right-of-way of a railroad.
- 24. "Product recall notification expenses" means the reasonable additional expenses (including, but not limited to, cost of correspondence, newspaper and magazine advertising, radio or television announcements and transportation cost), necessarily incurred in arranging for the return of products, but excluding costs of the replacement products and the cash value of the damaged products.

The following Provisions are also added to this Coverage Part:

**A. ADDITIONAL INSURED – BY CONTRACT, AGREEMENT OR PERMIT**

- 1. Paragraph 2. under SECTION II – WHO IS AN INSURED is amended to include as an insured any person or organization when you and such person or organization have agreed in writing in a contract, agreement or permit that such person or organization be added as an additional insured on your policy to provide insurance such as is afforded under this Coverage Part. Such person or organization is not entitled to any notices that we are required to send to the Named Insured and is an additional insured only with respect to liability arising out of:
  - a. Your ongoing operations performed for that person or organization; or
  - b. Premises or facilities owned or used by you.

With respect to provision 1.a. above, a person's or organization's status as an insured under this endorsement ends when your operations for that person or organization are completed.

With respect to provision 1.b. above, a person's or organization's status as an insured under this endorsement ends when their contract or agreement with you for such premises or facilities ends.

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GECG 970 (01/11)

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2. This endorsement provision A. does not apply:
- a. Unless the written contract or agreement has been executed, or permit has been issued, prior to the "bodily injury", "property damage" or "personal and advertising injury";
  - b. To "bodily injury" or "property damage" occurring after:
    - (1) All work, including materials, parts or equipment furnished in connection with such work, in the project (other than service, maintenance or repairs) to be performed by or on behalf of the additional insured(s) at the site of the covered operations has been completed; or
    - (2) That portion of "your work" out of which the injury or damage arises has been put to its intended use by any person or organization other than another contractor or subcontractor engaged in performing operations for a principal as a part of the same project;
  - c. To the rendering of or failure to render any professional services including, but not limited to, any professional architectural, engineering or surveying services such as:
    - (1) The preparing, approving, or failing to prepare or approve, maps, shop drawings, opinions, reports, surveys, field orders, change orders or drawings and specifications; and
    - (2) Supervisory, inspection, architectural or engineering activities;
  - d. To "bodily injury", "property damage" or "personal and advertising injury" arising out of any act, error or omission that results from the additional insured's sole negligence or wrongdoing;
  - e. To any person or organization specifically designated an additional insured for ongoing operations by a separate ADDITIONAL INSURED – OWNERS, LESSEES OR CONTRACTORS endorsement issued by us and made a part of this policy

**B. PRIMARY NON-CONTRIBUTORY ADDITIONAL INSURED EXTENSION**

Condition 4. Other Insurance of SECTION IV – COMMERCIAL GENERAL LIABILITY CONDITIONS is amended as follows:

- a. The following is added to paragraph a. **Primary Insurance**:

If an additional insured's policy has an Other Insurance provision making its policy excess, and you have agreed in a written "construction contract" to provide the additional insured coverage on a primary and noncontributory basis, this policy shall be primary and we will not seek contribution from the additional insured's policy for damages we cover.

~~For the purposes of this endorsement, "construction contract" means a written contract or written agreement other than a premises lease, facilities rental contract or agreement, an equipment rental or lease agreement, or a permit issued by a state, county, municipality or other governmental authority.~~

- b. The following is added to paragraph b. **Excess Insurance**:

(3) Except as specified in paragraph a., above, any other insurance in which a party who is an additional insured hereunder is designated as a Named Insured.

Regardless of the terms of any written agreement between you and an additional insured, this insurance is excess over any other insurance whether primary, excess, contingent or on any other basis for which the additional insured has been added as an additional insured.

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**COMMERCIAL AUTO GOLD ENDORSEMENT**

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**THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.**

**This endorsement modifies insurance provided under the following:**

**BUSINESS AUTO COVERAGE FORM**

**SECTION II - LIABILITY COVERAGE**

**A. COVERAGE**

**1. WHO IS AN INSURED**

The following is added:

- d. Any organization, other than a partnership or joint venture, over which you maintain ownership or a majority interest on the effective date of this Coverage Form, if there is no similar insurance available to that organization.
- e. Any organization you newly acquire or form other than a partnership or joint venture, and over which you maintain ownership of a majority interest. However, coverage under this provision does not apply:
  - (1) If there is similar insurance or a self-insured retention plan available to that organization; or
  - (2) To "bodily injury" or "property damage" that occurred before you acquired or formed the organization.
- f. Any volunteer or employee of yours while using a covered "auto" you do not own, hire or borrow ~~your business or your personal affairs. Insurance provided by this endorsement is excess over~~ in any other insurance available to any volunteer or employee.
- g. Any person, organization, trustee, estate or governmental entity with respect to the operation, maintenance or use of a covered "auto" by an insured, if:
  - (1) You are obligated to add that person, organization, trustee, estate or governmental entity as an additional insured to this policy by:
    - (a) an expressed provision of an "insured contract", or written agreement; or
    - (b) an expressed condition of a written permit issued to you by a governmental or public authority.
  - (2) The "bodily injury" or "property damage" is caused by an "accident" which takes place after:
    - (a) You executed the "insured contract" or written agreement; or
    - (b) the permit has been issued to you.

## 2. COVERAGE EXTENSIONS

### a. Supplementary Payments.

Subparagraphs (2) and (4) are amended as follows:

- (2) Up to \$2500 for cost of bail bonds (including bonds for related traffic law violations) required because of an "accident" we cover. We do not have to furnish these bonds.
- (4) All reasonable expenses incurred by the "Insured" at our request, including actual loss of earning up to \$500 a day because of time off from work.

## SECTION III - PHYSICAL DAMAGE COVERAGE

### A. COVERAGE

The following is added:

#### 5. Hired Auto Physical Damage

or a. Any "auto" you lease, hire, rent or borrow from someone other than your employees or partners members of their household is a covered "auto" for each of your physical damage coverages.

b. The most we will pay for "loss" in any one "accident" is the smallest of:

- (1) \$50,000
- (2) The actual cash value of the damaged or stolen property as of the time of the "loss"; or
- (3) The cost of repairing or replacing the damaged or stolen property with other property of like kind and quality.

If you are liable for the "accident", we will also pay up to \$500 per "accident" for the actual loss of use to the owner of the covered "auto".

c. Our obligation to pay for, repair, return or replace damaged or stolen property will be reduced by an amount that is equal to the amount of the largest deductible shown for any owned "auto" for that coverage. However, any Comprehensive Coverage deductible shown in the Declarations does not apply to "loss" caused by fire or lightning.

d. For this coverage, the insurance provided is primary for any covered "auto" you hire without a driver and excess over any other collectible insurance for any covered "auto" that you hire with a driver.

#### 6. Rental Reimbursement Coverage

based per with for We will pay up to \$75 per day for up to 30 days, for rental reimbursement expenses incurred by you for the rental of an "auto" because of "loss" to a covered "auto". Rental Reimbursement will be on the rental of a comparable vehicle, which in many cases may be substantially less than \$75 day, and will only be allowed for a period of time it should take to repair or replace the vehicle reasonable speed and similar quality, up to a maximum of 30 days. We will also pay up to \$500 reasonable and necessary expenses incurred by you to remove and replace your materials and equipment from the covered "auto".

If "loss" results from the total theft of a covered "auto" of the private passenger type, we will pay under this coverage only that amount of your rental reimbursement expenses which is not already provided under paragraph 4. **Coverage Extension.**

#### **7. Lease Gap Coverage**

If a long-term leased "auto" is a covered "auto" and the lessor is named as an Additional Insured - Lessor, in the event of a total loss, we will pay your additional legal obligation to the lessor for any difference between the actual cash value of the "auto" at the time of the loss and the "outstanding balance" of the lease.

"Outstanding balance" means the amount you owe on the lease at the time of loss less any amounts representing taxes; overdue payments; penalties, interest or charges resulting from overdue payments; additional mileage charges; excess wear and tear charges; and lease termination fees.

### **B. EXCLUSIONS**

The following is added to Paragraph 3

The exclusion for "loss" caused by or resulting from mechanical or electrical breakdown does not apply to the accidental discharge of an airbag.

Paragraph 4 is replaced with the following:

#### **4. We will not pay for "loss" to any of the following:**

- a. Tapes, records, disks or other similar audio, visual or data electronic devices designed for use with audio, visual or data electronic equipment.
- b. Equipment designed or used for the detection or location of radar.
- c. Any electronic equipment that receives or transmits audio, visual or data signals.

Exclusion 4.c does not apply to:

- (1) Electronic equipment that receives or transmits audio, visual or data signals, whether or not designed solely for the reproduction of sound, if the equipment is permanently installed in the covered "auto" at the time of the "loss" and such equipment is designed to be solely operated by use of the power from the "auto's" electrical system, in or upon the covered "auto"; or
- (2) Any other electronic equipment that is:
  - (a) Necessary for the normal operation of the covered "auto" or the monitoring of the covered "auto's" operating system; or
  - (b) An integral part of the same unit housing any sound reproducing equipment described in (1) above and permanently installed in the opening of the dash or console of the covered "auto" normally used by the manufacturer for installation of a radio.

### **D. DEDUCTIBLE**

The following is added: No deductible applies to glass damage if the glass is repaired rather than replaced.

## SECTION IV, BUSINESS AUTO CONDITIONS

### A. LOSS CONDITIONS

Item 2.a. and b. are replaced with:

#### 2. Duties In The Event of Accident, Claim, Suit, or Loss

- a. You must promptly notify us. Your duty to promptly notify us is effective when any of your executive officers, partners, members, or legal representatives is aware of the accident, claim, "suit", or loss. Knowledge of an accident, claim, "suit", or loss, by other employee(s) does not imply you also have such knowledge.
- b. To the extent possible, notice to us should include:
  - (1) How, when and where the accident or loss took place;
  - (2) The names and addresses of any injured persons and witnesses; and
  - (3) The nature and location of any injury or damage arising out of the accident or loss.

The following is added to 5.

We waive any right of recovery we may have against any additional insured under **Coverage A. 1. Who Is An Insured g.**, but only as respects loss arising out of the operation, maintenance or use of a covered "auto" pursuant to the provisions of the "insured contract", written agreement, or permit.

### B. GENERAL CONDITIONS

9. is added

#### 9. UNINTENTIONAL FAILURE TO DISCLOSE HAZARDS

Your unintentional failure to disclose any hazards existing at the effective date of your policy will not prejudice the coverage afforded. However, we have the right to collect additional premium for any such hazard.

### COMMON POLICY CONDITIONS

2.b. is replaced by the following:

- b. 60 days before the effective date of cancellation if we cancel for any other reason.

YEAR

2013

**Withholding Exemption Certificate**

CALIFORNIA FORM

**590**

(This form can only be used to certify exemption from nonresident withholding under California R&amp;TC Section 18662. This form cannot be used for exemption from wage withholding.)

File this form with your withholding agent.  
(Please type or print)

Withholding agent's name

Vendor/Payee's name

Vendor/Payee's  Social security number  
 SOS. no.  California corp. no.  FEIN**Note:**  
Failure to furnish your  
identification number will  
make this certificate void.

PJ Murphy and Associates dba GNU Group

6 8 - 0 4 4 4 7 7 4

Vendor/Payee's address (number and street)

APT no.

Private Mailbox no.

Vendor/Payee's daytime telephone no.

3445 Mt. Diablo Blvd.

( 925 ) 444-2020

City

State

ZIP Code

Lafayette

CA

94549

I certify that for the reasons checked below, the entity or individual named on this form is exempt from the California income tax withholding requirement on payment(s) made to the entity or individual. Read the following carefully and check the box that applies to the vendor/payee:

 **Individuals — Certification of Residency:**

I am a resident of California and I reside at the address shown above. If I become a nonresident at any time, I will promptly inform the withholding agent. See instructions for Form 590, General Information D, for the definition of a resident.

 **Corporations:**

The above-named corporation has a permanent place of business in California at the address shown above or is qualified through the California Secretary of State to do business in California. The corporation will withhold on payments of California source income to nonresidents when required. If this corporation ceases to have a permanent place of business in California or ceases to be qualified to do business in California, I will promptly inform the withholding agent. See instructions for Form 590, General Information E, for the definition of permanent place of business.

 **Partnerships:**The above-named partnership has a permanent place of business in California at the address shown above or is registered with the California Secretary of State, and is subject to the laws of California. The partnership will file a California tax return and will withhold on foreign and domestic nonresident partners when required. If the partnership ceases to do any of the above, I will promptly inform the withholding agent. **Note:** For withholding purposes, a Limited Liability Partnership is treated like any other partnership. **Limited Liability Companies (LLC):**

The above-named LLC has a permanent place of business in California at the address shown above or is registered with the California Secretary of State, and is subject to the laws of California. The LLC will file a California tax return and will withhold on foreign and domestic nonresident members when required. If the LLC ceases to do any of the above, I will promptly inform the withholding agent.

 **Tax-Exempt Entities:**

The above-named entity is exempt from tax under California or federal law. The tax-exempt entity will withhold on payments of California source income to nonresidents when required. If this entity ceases to be exempt from tax, I will promptly inform the withholding agent.

 **Insurance Companies, IRAs, or Qualified Pension/Profit Sharing Plans:**

The above-named entity is an insurance company, IRA, or a federally qualified pension or profit-sharing plan.

 **California Irrevocable Trusts:**

At least one trustee of the above-named irrevocable trust is a California resident. The trust will file a California fiduciary tax return and will withhold on foreign and domestic nonresident beneficiaries when required. If the trustee becomes a nonresident at any time, I will promptly inform the withholding agent.

 **Estates — Certification of Residency of Deceased Person:**

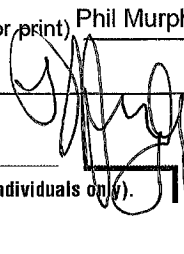
I am the executor of the above-named person's estate. The decedent was a California resident at the time of death. The estate will file a California fiduciary tax return and will withhold on foreign and domestic nonresident beneficiaries when required.

**CERTIFICATE:** Please complete and sign below.

Under penalties of perjury, I hereby certify that the information provided herein is, to the best of my knowledge, true and correct. If conditions change, I will promptly inform the withholding agent.

Vendor/Payee's name and title (type or print) Phil Murphy

Vendor/Payee's signature ►



Date 4/26/2013

For Privacy Act Notice, get form FTB 1131 (individuals only).

59002103

Form 590 c2 (REV. 2002)

**COUNTY OF MONTEREY - VENDOR DATA RECORD** (Rev. 3-2012)

Required when doing business with the County of Monterey - No IRS W-9 form needed (Foreign vendors should submit IRS W-8)

<b>1</b>	<b>COUNTY OF MONTEREY</b> <b>Contracts/Purchasing</b> 168 W. Alisal Street 3 <sup>rd</sup> Floor Salinas, CA 93901 <b>Email: <a href="mailto:mcvss@co.monterey.ca.us">mcvss@co.monterey.ca.us</a></b> <b>Phone: (831) 755-4990</b> <b>Fax: (831) 755-4969</b>	PURPOSE: Information contained in this form will be used by the County of Monterey to prepare information returns (Form 1099) and for withholding on payments to nonresident vendors. Prompt return of this fully completed form will prevent delays when processing payments.  <b>See Privacy Statement and California Non-Resident Withholding Information on next page.</b>										
<b>2</b>	VENDOR'S LEGAL NAME (as shown on your income tax return) <b>PJ Murphy and Associates</b> BUSINESS NAME / DBA (if different from line 1) <b>GNU Group</b> MAILING ADDRESS <b>3445 Mt. Diablo Blvd.</b> ADDITIONAL MAILING ADDRESS  CITY, STATE, ZIP CODE <b>Lafayette, CA 94549</b>	SELECT NAME TO BE MADE PAYABLE TO <input type="checkbox"/> Legal Name <input type="checkbox"/> Alias/DBA <input checked="" type="checkbox"/> Both  PHONE NUMBER    FAX NUMBER <b>(925) 444-2020    (925) 444-2039</b>  E-MAIL ADDRESS <b>mkindred@gnugroup.com</b>  REMIT-TO ADDRESS <b>3445 Mt. Diablo Blvd.</b>  REMIT-TO CITY, STATE, ZIP CODE <b>Lafayette, CA 94549</b>										
<b>3</b>	FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN): <input type="checkbox"/> C CORPORATION <input type="checkbox"/> TRUST/ESTATE <input checked="" type="checkbox"/> S CORPORATION <input type="checkbox"/> LIMITED LIABILITY COMPANY (LLC) <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> C Corporation <input type="checkbox"/> EXEMPT PAYEE (e.g., government, non-profit) <input type="checkbox"/> S Corporation <input type="checkbox"/> OTHER: ▶ <input type="checkbox"/> Partnership  SOCIAL SECURITY NUMBER (SSN): <input type="checkbox"/> INDIVIDUAL OR SOLE PROPRIETOR	<table border="1" style="width:100%; text-align:center; border-collapse: collapse;"> <tr> <td style="width:30px;">6</td> <td style="width:30px;">8</td> <td style="width:30px;">-</td> <td style="width:30px;">0</td> <td style="width:30px;">4</td> <td style="width:30px;">4</td> <td style="width:30px;">4</td> <td style="width:30px;">7</td> <td style="width:30px;">7</td> <td style="width:30px;">4</td> </tr> </table> For Tax ID entry instructions, please see next page  NOTE: Payment will not be processed without an accompanying taxpayer I.D. number.	6	8	-	0	4	4	4	7	7	4
6	8	-	0	4	4	4	7	7	4			
<b>4</b>	PLEASE CHECK ALL BOXES THAT ARE APPLICABLE TO THE CATEGORY OF PAYMENT: <input type="checkbox"/> SUPPLIES/EQUIPMENT <input type="checkbox"/> ATTORNEY SERVICES <input type="checkbox"/> INTEREST <input type="checkbox"/> SERVICES (MEDICAL) <input type="checkbox"/> LEGAL SETTLEMENT <input type="checkbox"/> GRANTS <input checked="" type="checkbox"/> SERVICES (NON-MEDICAL) <input type="checkbox"/> RENT/LEASE <input type="checkbox"/> OTHER: ▶  Are you a former employee of the County of Monterey? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Are you a Certified Green Business? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (See Information regarding green certification on next page)											
<b>5</b>	CALIFORNIA STATE WITHHOLDING STATUS (CA withholding information on next page): <input checked="" type="checkbox"/> California Resident <input type="checkbox"/> California Form 590 (Withholding Exemption Certificate) attached  <input type="checkbox"/> California Non-Resident <input type="checkbox"/> Waiver of State withholding from California Franchise Tax Board attached <input type="checkbox"/> California Form 590 (Withholding Exemption Certificate) attached <input type="checkbox"/> All services for payments issued are performed OUTSIDE of California <input type="checkbox"/> No Services are being rendered, only goods are being provided for payment	CA Form 590 required if your address above in section 2 is a non-CA address  <b>CA NON-RESIDENTS:</b> 7% will be withheld from payment unless one of the lower four boxes on left is checked.										
<b>6</b>	I hereby certify under penalty of perjury that the information provided on this document is true and correct. Should my residency status change, I will promptly notify the County of Monterey.											
CERTIFYING SIGNATURE	Authorized Representative's Name (Type or Print) <b>Phil Murphy</b> Signature:	Title <b>CEO/President</b>  Date <b>04/26/2013</b>  Phone Number <b>(925) 444-2020</b>										

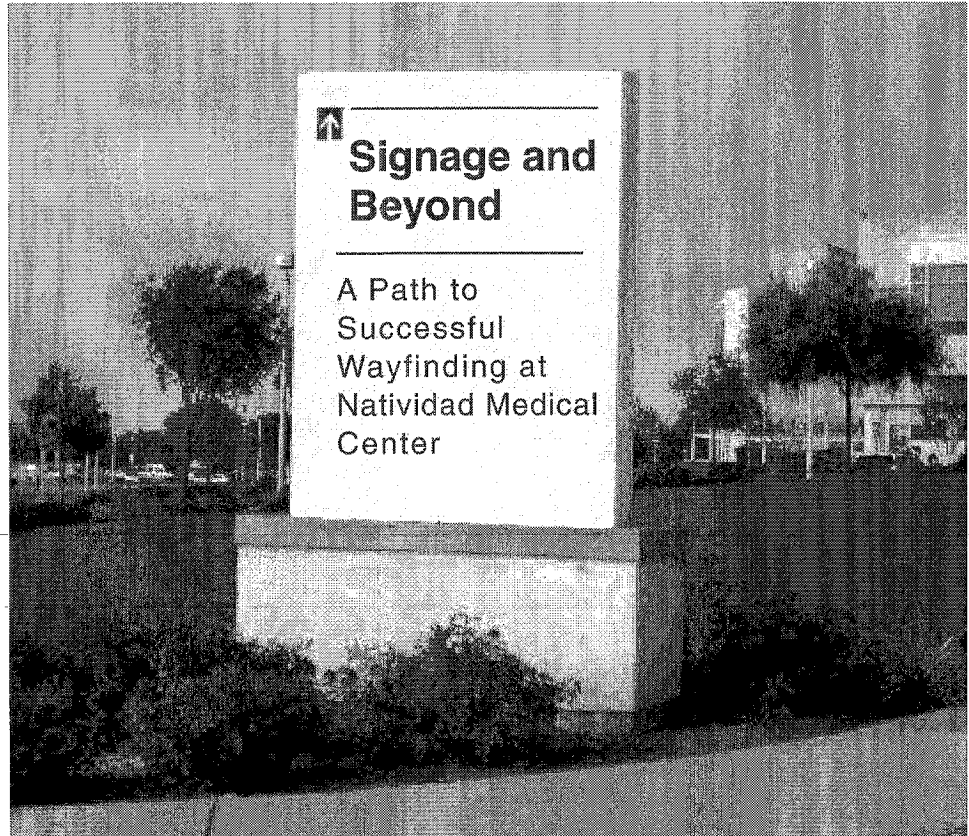


Exterior and Interior Hospital (Wayfinding) Signage Analysis &  
Master Plan Services

**Natividad Medical Center**

January 10, 2013

RFQ #9600-42



3445 Mt. Diablo Blvd.  
Lafayette, California 94549  
925-444-2020 Telephone  
925-444-2039 Facsimile

Contact: Phil Murphy  
pmurphy@gnugroup.com  
www.gnugroup.com

4000 MacArthur Blvd., Suite 900  
Newport Beach, California 92660  
800-971-8025 Telephone  
925-444-2039 Facsimile



January 11, 2013

Sid Cato, Management Analyst / Contracts  
Natividad Medical Center  
1441 Constitution Blvd.  
Salinas, CA 93906

**Re: Signage...and Beyond.**  
**A Program for Successful Wayfinding at Natividad Medical Center**

Dear Sid,

As the image on the cover of this proposal suggests, creating a truly effective wayfinding and orientation program for a complex healthcare environment is rarely just a matter of improving the signs. Good signage is essential, but to assure that the patient and visitor healthcare journey is stress free, a comprehensive wayfinding program should go well beyond signs.

Our success in delivering highly effective orientation and wayfinding programs is founded on capitalizing upon all of the tools available to make it easy for customers to find their way. These tools are included in what we call, the **Touch Point Wayfinding System™**. Fundamental to the Touch Point Wayfinding System™ is a consistent lexicon (language) and iconography elements that are thoroughly integrated into all patient orientation and communications.

The Natividad Medical Center RFQ is clear in the objectives for improving the signage to make it easier for the Center's diverse audiences to find their way within a complex environment. Our proposal provides solutions for all of your requests relative to increasing the success of the signs. Our first step analysis will also examine the potential for introducing some of the other wayfinding tools to increase the effectiveness of the program.

Our proposal organizes our responses to align with your RFQ # 9600-42. We introduce GNU (page 7) and our 40 year history, the team (pages 8-10) that will solve NMC's healthcare wayfinding challenges, and evidence of our experience and success (pages 11-18) with comparable projects. Our scope of services (pages 22-23) reflects the tasks and deliverables that you have identified for the program.

We appreciate the chance to provide you with this overview of the GNU Group's capabilities and look forward to the chance to describe in greater detail the benefits of our comprehensive approach to healthcare wayfinding.

Sincerely,

A handwritten signature in black ink, appearing to read 'Phil Murphy', written over a light grey background.

Phil Murphy,  
President/CEO  
GNU Group

3445 Mt. Diablo Blvd.  
Lafayette, California 94549  
925-444-2020 Telephone  
925-444-2039 Facsimile

[www.gnugroup.com](http://www.gnugroup.com)

4000 MacArthur Blvd., Suite 900  
Newport Beach, California 92660  
800-971-8025 Telephone  
925-444-2039 Facsimile

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## Per Attachment A

### General Firm Information

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**Firm Name** GNU Group  
**Address** 3445 Mt. Diablo Blvd., Lafayette, California 94549

**Established** 1970  
**Ownership Type** Corporation

**Point of Contact** Phil Murphy, CEO/President  
925-444-2021  
pmurphy@gnugroup.com

**Former Firm Names** N/A

**Employees by Discipline** Phil Murphy, CEO/President  
Tom Donnelly, Principal  
Rich Burns, Founder/Special Projects  
Martin Kindred, Principal  
Patty Breland, Principal  
Darryl Soon, Design Principal  
Dickson Keyser, Director of Design  
Kirk Miller, COO

---

Kanan Jayachandran, Director of Program Management

Leila Flores, Office Manager

Andrea Guzman, Senior Program Manager

Howard Curtis, Senior Technical Designer

Victor Vitale, Senior Program Manager

Abner David, Program Manager

Richard Valle, Program Coordinator

Lauren Kelly, Special Projects

Derick Lazaro, Designer

Kelly Stewart, Designer

Rachelle Reynoso, Marketing Coordinator

Gina Sharp, Accounting

Victor Becerra, Lead Installer

Jose Sanchez, Installer

**Litigation History** None

### SIGNATURE PAGE

NATIVIDAD MEDICAL CENTER (COUNTY OF MONTEREY)  
CONTRACTS OFFICE

RFQ # 9600-42  
ISSUE DATE: Tuesday, November 13, 2012



RFQ TITLE: Interior and Exterior (Way Finding) Signage Analysis, Fabrication and Installation Services

QUALIFICATIONS ARE DUE IN THE OFFICE OF THE CONTRACT MANAGER  
BY  
3:00 P.M., LOCAL TIME, ON:  
Friday, December 28, 2012

MAILING ADDRESS:  
NATIVIDAD MEDICAL CENTER  
CONTRACTS MANAGER

1441 CONSTITUTION BLVD.  
SALINAS, CA. 93906

QUESTIONS ABOUT THIS RFQ SHOULD BE DIRECTED TO:  
Sid Cato, Management Analyst/Contracts  
[catosl@natividad.com](mailto:catosl@natividad.com)  
831.783-2620

CONTRACTOR MUST INCLUDE THE FOLLOWING IN EACH PROPOSAL (1 original plus 3 copies):

ALL REQUIRED CONTENT AS DEFINED PER SECTION 7.1 HEREIN

This Signature Page must be included with your submittal in order to validate your proposal.  
**QUALIFICATIONS submitted without this page will be deemed non-responsive.**

CHECK HERE IF YOU HAVE ANY EXCEPTIONS TO THIS SOLICITATION.

**BIDDERS MUST COMPLETE THE FOLLOWING TO VALIDATE PROPOSAL**

I hereby agree to furnish the articles and/or services stipulated in my proposal at the price quoted, subject to the instructions and conditions in the Request for Proposal package. I further attest that I am an official officer representing my firm and authorized with signatory authority to present this proposal package.

Company Name: GNU Group Date: 1/10/2013

Signature:  Phone: 925-444-2020 Fax: \_\_\_\_\_

Printed Name: Phil Murphy Title: CEO/President E-mail: pmurphy@gnugroup.com

Street Address/PO Box: 3445 Mt. Diablo Blvd City: Lafayette State: CA ZIP: 94549

License No. (if applicable): Contractor's License 874799 License Classification (if applicable): \_\_\_\_\_

 **Natividad** MEDICAL CENTER

CONTRACTS/PURCHASING  
1441 CONSTITUTION BLVD  
SALINAS, CA 93906



DATE: December 21, 2012

PROJECT: RFQ# 9600-42 – for Interior and Exterior Hospital (Way Finding) Signage  
Analysis & Master Plan Services. Located at 1441 Constitution Blvd., Salinas, CA 93906

ADDENDUM #2

TO: All Interested Proposers

SUBJECT: Answers to vendor questions per the RFQ (see attached)

Change to Calendar of Events Section –

3.4 Proposal Submittal Deadline Friday, December 28, 2012

Section 3.4, Proposal Submittal Deadline Date has been changed (extended) from Friday,  
December 28, 2012 to January 11<sup>th</sup>, 2013.

A signed copy of this addendum must be submitted along with your original bid proposal package  
to verify receipt of this Addendum #1.

Sid Cato  
Management Analyst I/Contracts

  
\_\_\_\_\_  
Company Representative

1/10/2013  
\_\_\_\_\_  
Date

---

**Contents****Exterior and Interior Hospital (Wayfinding) Signage Analysis & Master Plan Services**

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<b>1</b>	<b>Cover Letter</b>	Cover letter, receipt of addenda, signature page	
<b>2</b>	<b>Project Experience and References</b>	An overview of the GNU Group, a 40 year young environmental graphic design firm with emphasis on healthcare wayfinding. <a href="http://www.gnugroup.com">www.gnugroup.com</a>	7
		<b>Key Staff</b>	8
		Introducing the GNU's Natividad project leadership and the 22 person team.	
		Philip Murphy - Principal in Charge	Andrea Guzman - Senior Program Manager
		Dickson Keyser - Director of Design	Derick Lazaro - Designer
		Howard Curtis - Senior Technical Designer	
		<b>Project Experience</b>	11
		Advocate Health – Wayfinding Master Plan for two flagship Children's Hospitals	12
		Dignity Health – Wayfinding Master Plan for Marian Medical Center	14
		La Clinica de la Raza – Wayfinding Master Plan/Signage Standards Program for 38	15
		Bay Area clinics serving the healthcare needs of a diverse multi-cultural clientele.	16
		Other relevant healthcare projects	17
		<b>References</b>	19
		Contacts who can provide insight into GNU's performance, process and capabilities.	
<b>3</b>	<b>Technical Aspects of Proposal</b>	GNU Sign System Navigator™ process	20
		Sign Profile Analysis™ - Research/Assessment	21
		Design Snapshot™ – Schematic concepts	22
		Documentation Accelerator™ – Design development and fabrication documents	23
		Schedule – Anticipated timeline to deliver a turnkey project	24
<b>4</b>	<b>Environmentally Friendly Practices</b>	Environmentally sensitive design for signage and our commitment to sustainability	25
<b>5</b>	<b>Pricing</b>	GNU fee proposal is included in separate document per RFP Attachment C instructions.	26
<b>6</b>	<b>Exceptions</b>	The GNU Group anticipates no exceptions to the services requested in Natividad Medical Center's RFQ # 9600-42	26
<b>7</b>	<b>Additional Information Appendix</b>	Reference to additional resources for Healthcare Wayfinding developed by the GNU Group.	27
		Stakeholder Wayfinding Survey	28
		Insurance and Financial Viability	29

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**HISTORY** GNU is entering its fifth decade. From our early roots as a generalist graphic design practice and then as a communications division of a prominent landscape architecture and planning firm, our early exposure to the real estate and construction industries led to the firm's specialization. We've evolved into a comprehensive resource for the branding, communications and wayfinding needs of healthcare organizations and have had the honor of working for leading healthcare providers throughout the country.

**CREATIVITY** A foundation of our practice is creativity. Our success has been a product of award winning, inventive and innovative design. Design that solves problems. Design that is appropriate to situation and context. Design and language that works.

**OUR TEAM** GNU's culture is open and collaborative. Senior leadership provides the connection between clients and our team of diverse talent and experience. Our style is informal but always with purpose, energy and focus. The backgrounds and experience of our 22 professionals includes communications, architecture, graphic design, construction management, fine arts, and administrative support.

**OFFICES** From our offices in Northern and Southern California and our vast experience working domestically and internationally we are able to support clients everywhere.

**COLLABORATION** GNU embraces collaboration with other consultants and value our client's role as part of our team and process. We work in a very hands-on manner. Our program managers are extremely thorough and our communications procedures assure that all parties are kept informed and current.

**APPROVALS** We are knowledgeable about codes, ordinances and special requirements of healthcare environments, and are especially skilled at securing approvals, particularly when variances are required. We understand OSHPD rules. We identify all signs subject to OSHPD requirements into the documentation and specifications and coordinate addressing engineering and construction issues.

**IMPLEMENTATION** We are structured to provide turn-key solutions. While we do not fabricate signs, creating the documentation to get them built, collaborating, coordinating and contracting with fabricators and administering the fabrication process is all a part of our services. We also have complete installation capabilities. We instituted these services to respond to our clients' demands for single-source responsibility and the cost efficiencies this approach provides.

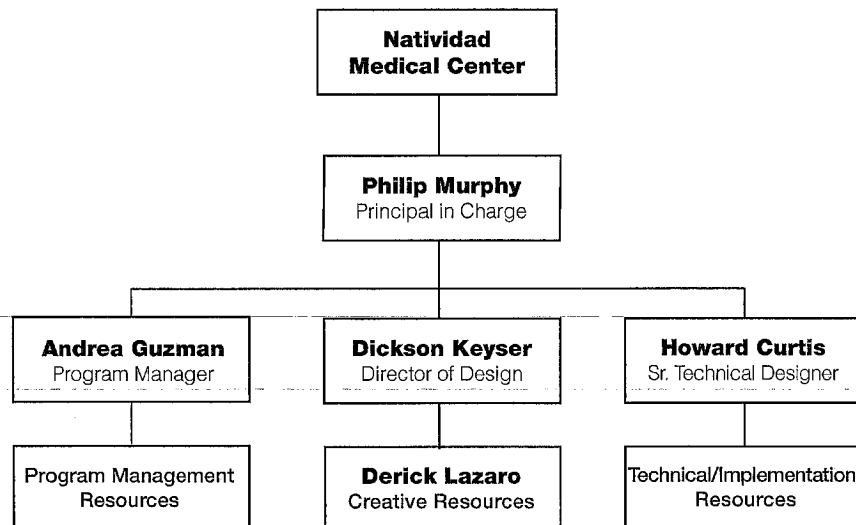
**OUR PLEDGE** Our practice is founded on three guiding mandates:

- **Wayfinding Thought Leadership**
- **Creative Design Solutions**
- **A Pain-Free Program Management Experience**

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GNU's leadership for the NMC project is comprised of the firm's senior healthcare professionals, including Philip Murphy, President/CEO, who will be the Principal in Charge and provide overall direction; Andrea Guzman, Senior Program Manager, who will control day-to-day supervision of the project; Dickson Keyser, Director of Design, who will guide the overall creative effort, Derick Lazaro, Designer, who will head the design development, and Howard Curtis, Senior Technical Designer who oversees the technical aspects of the project's design and implementation strategy.

**Wayfinding Consultation Master Plan  
Project Organizational Chart**



GNU Group is one of the most comprehensive professional healthcare practices devoted to wayfinding and signage design. Our professional team is able to provide all of the requisite resources, in-house, to accomplish NMC's goals and schedule for the project.



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**Philip Murphy**President/CEO, GNU Group – Principal in Charge

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**Business Administration**  
**Arizona State University**  
**Tempe, Arizona**

As President/CEO of the GNU Group, Philip manages the practice and serves as the leader of our Healthcare Studio. He has been instrumental in developing the distinct processes and methodologies that guide our work for healthcare facilities. His thought leadership in this arena has contributed greatly to current standards for healthcare wayfinding.

Philip has repeatedly demonstrated his effectiveness at managing large-scale projects. His positions on collaboration of designers and manufacturers has led to significant industry shifts resulting in enhanced contracting protocol and increased benefit for clients. He speaks and authors articles on healthcare wayfinding. His 2012 *Healthcare Integrated Wayfinding Whitepaper* and *Wayfinding In Healthcare Environments* articles have been published in Healthcare Design publications.

Philip is the author of the Sign Standards Advantage™ (SSA™) and the Sign System Navigator™ (SSN™), GNU's proprietary methodologies for research, planning, design and leveraged purchasing of branding, wayfinding and sign programs. His development of GNU's Wayfinding Touch Point System - A Cost Effective Way To Simplify The Healthcare Customer Wayfinding Experience, adds to the firm's tools for creating effective wayfinding for healthcare clients..

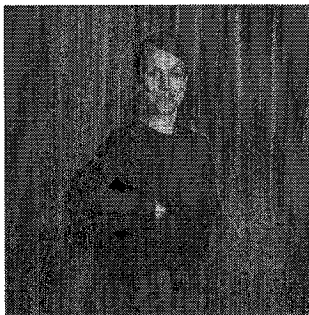
Recent healthcare wayfinding master planning assignments include: Thomas Jefferson University Hospital, Kaiser Permanente Oakland, Redwood City, Riverside and Walnut Creek Campuses, Dignity Health's St. Mary's, Marian and Sequoia Campuses, Advocate Health's two flagship children's hospitals, John Muir Health, and Wayfinding Sign Standards for Sutter Health, La Clinica de la Raza, Daughters of Charities, and Summit Health.

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**Andrea Guzman**Senior Program Manager

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**Bachelor of Arts**  
**Humanities**  
**New College of California**  
**San Francisco, California**

As the senior program manager for healthcare assignments, Andrea has been key in stewarding dozens of large scale, multi-faceted projects. She leads the GNU Group's Healthcare Studio's program management team.

She and her team are completing the interior wayfinding programming for the 9 building, 2 million square foot Thomas Jefferson University Hospital Campus in Philadelphia and the wayfinding program for Phase II of the Kaiser Oakland Medical Center including the replacement hospital, specialty MOB, central utility plant and the implementation of the Exterior Master Sign Program.

Her other Kaiser projects include campus renovation of interior wayfinding signage in Oakland, interior and exterior signage for the Redwood City replacement hospital, their central utility plant and implementation of their Exterior Master Sign Program, and the Hawaii Moanalua Medical Office Building.

Andrea is known for her attention to detail and dedicated client service.

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## Dickson Keyser

## Section 2

Director of Design

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**Bachelor of Arts  
Graphic Design & Speech Comm.  
Humboldt State University  
Arcata, California**

As GNU's Director of Design, Dickson develops creative strategies, provides design direction and manages the execution of design solutions for the firm's branding, environmental graphic and print communications programs. Dickson is well versed in the technology and science of environmental graphics and his creative solutions balance creative flair with pragmatic and workable solutions.

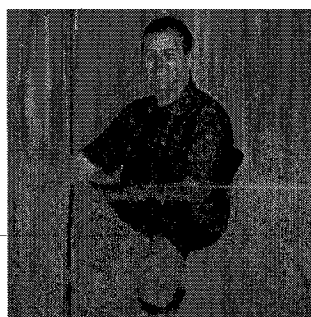
He has been the creative director and designer of all of GNU's wayfinding programs including medical office and hospital projects. His participation in healthcare wayfinding and signage at GNU includes Advocate Children's Hospitals, La Clinica, Catholic Healthcare West's (Dignity) Sequoia and Marian Hospitals, Hollywood Presbyterian Hospital, John Muir Hospital and a number of Kaiser Permanente facilities. Dickson is also the firm's leader in the design and implementation of the donor recognition programs that are a frequent component of our services for healthcare clients.

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## Derick Lazaro

Designer

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**Computer Graphics  
Silicon Valley College  
Fremont, California**

Derick has been one of GNU's lead designers for the past five years. He has participated in major wayfinding and comprehensive signage programs including the healthcare environmental graphics program for Kaiser, John Muir, La Clinica, and Advocate Health. His studies at Chabot College and focus on Computer Graphics at Silicon Valley College led to his decision to focus his career in the arena of Environmental Graphics and Signage Design. He served in a generalist role with the Union City signage company, JB Signs, where he gained valuable experience in all areas of sign design, fabrication and installation.

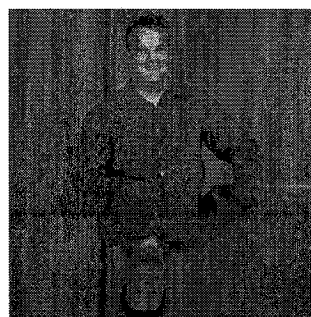
Derick's addition to the GNU team provides the firm with the insight from his participation in all facets of the signage design process. This balanced perspective allows Derick to create effective communications that are aesthetically impactful, contextually appropriate and pragmatic in their fabrication and implementation.

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## Howard Curtis

Senior Technical Designer

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**Bachelor of Arts in Photography  
Sonoma State University  
Associates Degree Graphic Design  
Silicon Valley College**

Howard is the catalyst for bringing to life, the creativity of the firm's designers. Our work typically involves techniques, materials and environmental conditions that call for new or different approaches to making concepts viable. Howard melds his creative talents with an exceptional understanding of the technology and the fabrication of signage, to achieve the most efficient and cost effective outcomes.

Howard's tenure with GNU spans three decades. His role has evolved from designer to the leader of the Technical Design Studio. He was the co-author of the firm's Sign System Navigator™ manual, our proprietary methodology for developing comprehensive signage programs. Howard's healthcare projects include Sutter Health Interior Standards, Kaiser Permanente's Vision Essentials brand, Advanced Medical Optics, John Muir Health, Dignity Health, and Advocate Healthcare.

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Our services for planning, design and implementation of signage and wayfinding programs for healthcare facilities are based on fully resolving the following factors:

- FUNCTION/SYSTEMS:** how the program provides the directions, information and identification to make environments easy to understand and navigate.
- AESTHETICS:** how the program contributes to the visual vibrancy of the environment with appropriate expression of forms, materials and graphics.
- COMPLIANCE:** how the program assures that facilities meet all code and ordinance requirements.
- OPERATIONS:** how the program will accommodate the initial costs, budgets, life cycle, maintenance, sustainability, changeability and other practical considerations.
- IMAGE/BRANDING/  
MARKETING:** how the program supports the organization's visual identity and influences the quality of the user experience in ways that will reflect positively on its brand image and reputation.

Our Sign System Navigator™ (page 21) process guides the comprehensive solution to all of these facets. It provides clients with a clear understanding of what will happen, what to expect, what they will receive and what they will spend. The SSN™ process reflects our depth of experience in healthcare wayfinding. We have participated in projects of all sizes and complexities. From instigating Kaiser Permanente's system wide signage standards to providing paper insert templates for changeable door plaques, we work at all scales. Understanding healthcare environments and how users navigate these complex spaces allows us to provide strategic insight into ways to organize and communicate wayfinding. Solutions often result in non-conventional strategies.

We are well versed in the technology of signage and wayfinding including electronic and digital orientation programs and equipment. Our founder, Richard Burns, is also a founder of our design disciplines' professional association, the Society for Environmental Graphic Design and a fellow in the organization. SEG D is dedicated to education and professional development, with a strong focus on technical research. Our staff have been committed to contributing to the profession's body of knowledge and best practices since our founding in 1970.

The following pages present examples of our experience and provide contact information on clients who can offer additional insight into our approach, capabilities and performance.

**PROJECT NAME** Advocate Children’s Hospital Wayfinding Master Plan, Chicago, Illinois

**PROJECT DESCRIPTION** Wayfinding Master Plan for Advocate Children’s Hospitals, two flagship hospitals and pediatric outpatient facility. The Wayfinding Master Plan includes unique communication tools to enhance the patients/visitors wayfinding experience. Research findings developed with stakeholder meetings, onsite observations and GNU’s electronic wayfinding questionnaire provided the intelligence to design a truly user friendly program.

**CLIENT CONTACT INFORMATION** **Scott Nelson**, *Director of Facilities & Planning*  
Advocate Health Care  
630.276.9180  
scott.nelson@advocatehealth.com

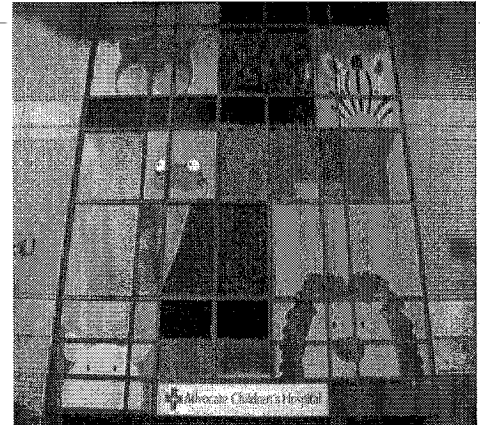
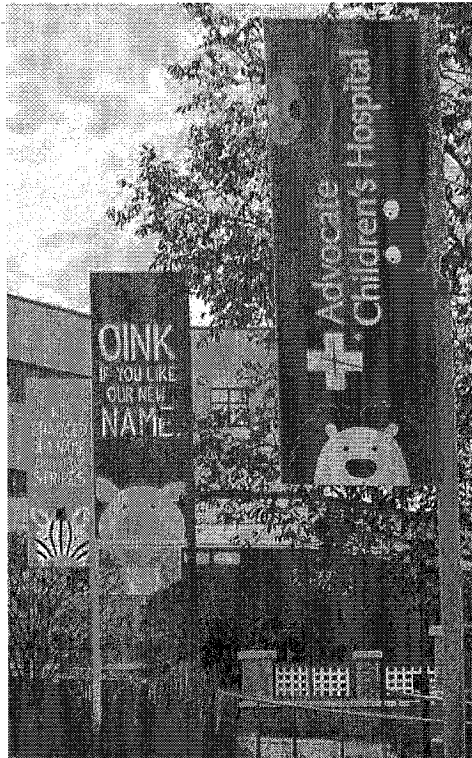
**PROJECT SIZE** 800,000 square feet. \$500,000 project.

<b>GENERAL CONTRACTOR</b>	Exterior Icon Identity Solutions <b>Vince DeSantis</b> vdesantis@iconid.com	Interior Garnett Sign Studio <b>Mark Unterbach</b> marku@garnettsign.com
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[www.advocatehealth.com/](http://www.advocatehealth.com/)

*We selected GNU Group to develop our Wayfinding Master Plan for our 2 flagship Children’s Hospitals, because during the interview they caused us to think of a solution much more holistic than we had been discussing with consultants ... it became clear their approach for a solution was the only way to really be assured we would have a Wayfinding System that would absolutely enhance our patients and visitors experience when in our facilities ... made perfect sense.*

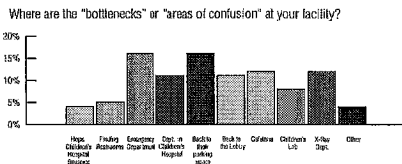
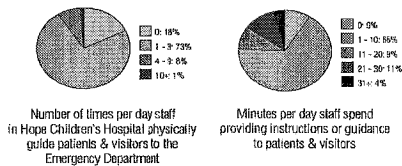
**Roberto Orozco**  
Strategy, Planning and Design Manager  
Planning, Design and Construction  
630.990.5602  
roberto.orozco@advocatehealth.com



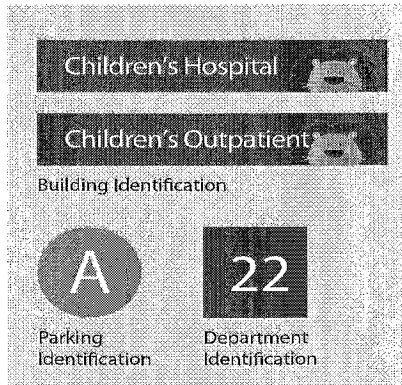
continued

**PROJECT NAME** Advocate Children's Hospital Wayfinding Master Plan

Integrated wayfinding is critical to the success of any Medical Center wayfinding program. Integrated wayfinding means guiding users with communication tools in addition to signs. The Advocate program embraces the Touch Point Wayfinding System™ as depicted in the below components.



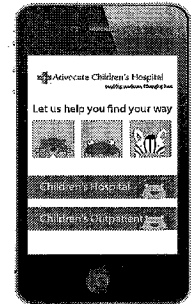
Wayfinding Assessment: Data Graphs



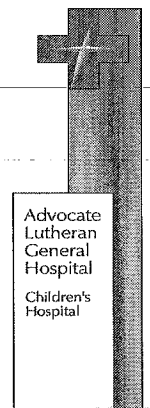
Alpha Numeric Wayfinding



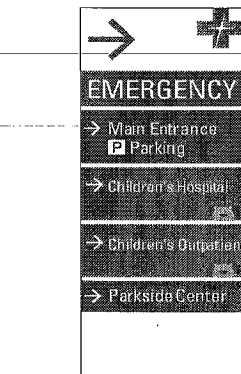
Appointment Card



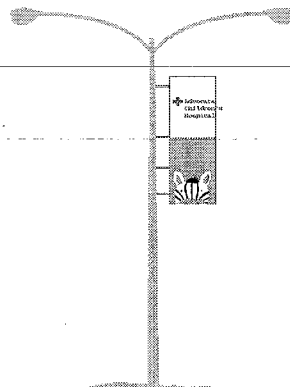
Mobile Wayfinding App



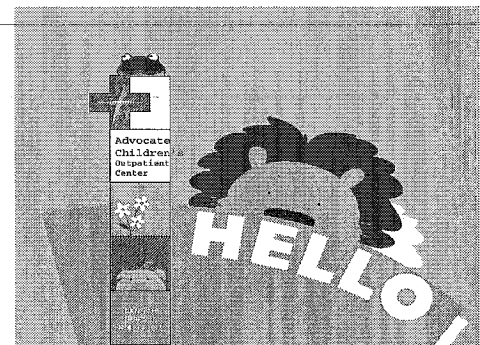
Campus Marker



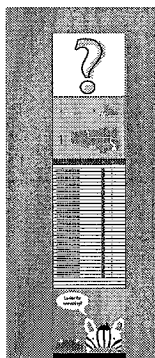
Vehicular Directional



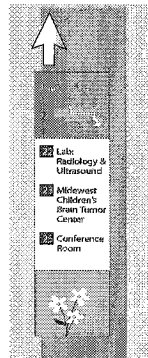
Territory Marker



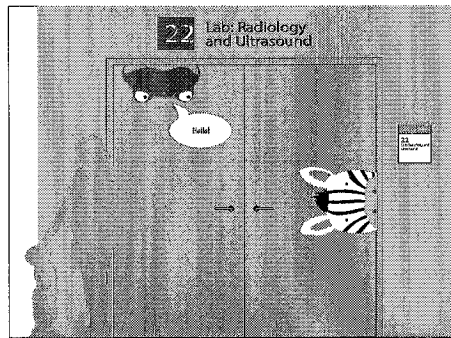
Children's Outpatient Entrance Marker



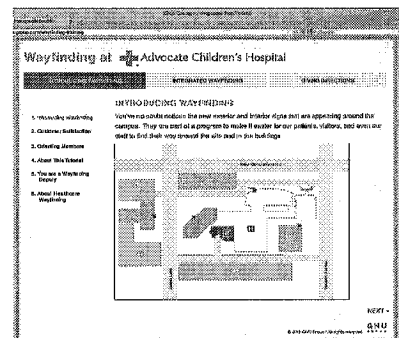
Directory



Secondary Directory



Department ID (ADA)



Wayfinding Training Website

**PROJECT NAME** Marian Medical Center, Santa Maria, CA

**PROJECT DESCRIPTION** Marian Medical Center is a community hospital founded in 1936 that serves a broad geographic area and ethnically diverse clientele. A new hospital mandated an updated wayfinding program. The new system uses 60% of the existing exterior signs to save costs. The wayfinding strategy includes alpha-numeric language and color coded signs throughout the campus. The interior system utilizes a numeric address format with two or three digit department numbers displayed on perpendicular flag signs in the long hallways, similar to airport gate numbers.

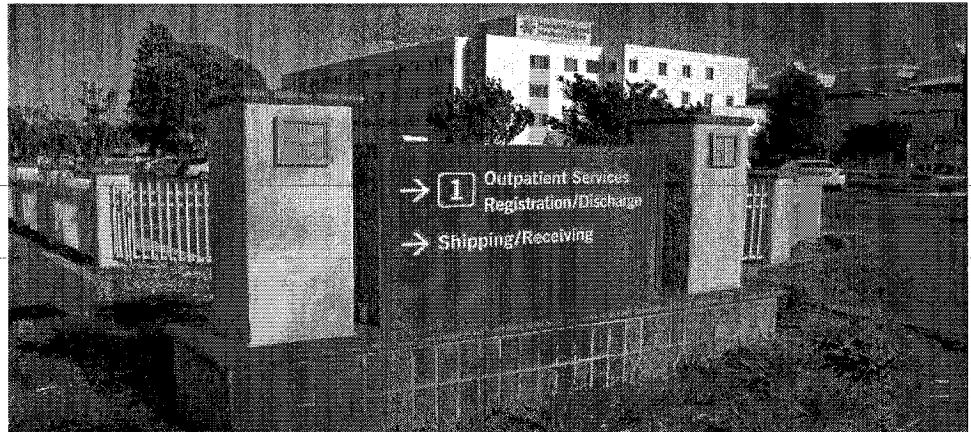
**CLIENT CONTACT INFORMATION** **Craig Miller, VP, Construction**  
Dignity Health - Marian Medical Center  
805.739.3255

**GENERAL CONTRACTOR** Adelpia Graphic Systems  
**Neil Jacobson**  
neil.jacobson@agsinfo.com

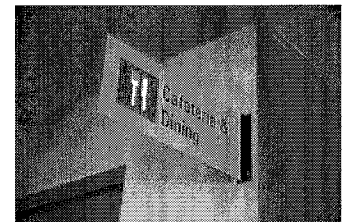
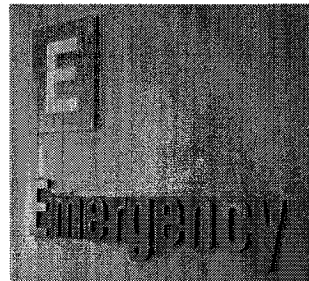
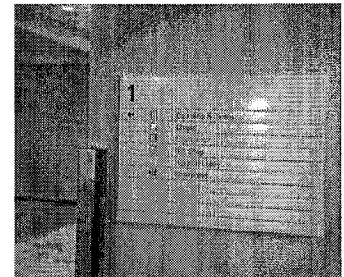
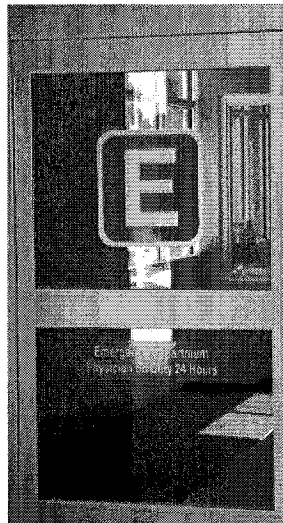
**PROJECT SIZE** 1,000,000 square feet. \$450,000 project.

[marionmedicalcenter.org](http://marionmedicalcenter.org)

*Nice work on the Wayfinding Strategy consensus building presentation to our Leadership Team Thursday ... the visuals were very effective ... I'm not sure it could have gone any better!*



**Craig Miller**  
Vice Pres.-Construction & Real Estate  
Central Coast Service Areas  
Marian Medical Center  
805.739.3255  
[craig.miller@chw.edu](mailto:craig.miller@chw.edu)





## La Clinica de La Raza

## Section 2

per Attachment B

### PROJECT NAME

La Clinica Wayfinding Master Plan Sign Standards, San Francisco Bay Area

*The GNU Group was initially hired by La Clinica de La Raza to design and install interior signage for our new 16,000 sq ft health center in Concord. La Clinica serves a low income, primarily non-English-speaking patient population. Many of our patients are not only non-English speaking, but also are illiterate in their native language. Our challenge for the new Concord facility was to establish a wayfinding system that would address the needs of the patient population, as well as an English-speaking general public.*

*The GNU Group did an excellent job of listening to our needs and finding a workable solution that addressed our special linguistic requirements, as well as all other regulatory requirements, in a manner that was attractive, professional-looking, and cost-effective. Besides the wayfinding system, the GNU Group designed a very attractive, yet inexpensive, Donor Wall for us that added a wonderful artistic feature in the lobby of the building.*

*We enjoyed the GNU Group's respectful and thoughtful approach so much that we have hired them to establish building signage standards for our entire organization, and have also continued to work with them on other individual building projects.*

**Anita Addison, MCP, MPH**  
Chief of Planning &  
Strategic Advancement  
La Clinica de La Raza  
510.535.2901

### PROJECT DESCRIPTION

La Clinica is comprised of 38 locations in the Bay Area providing healthcare services to a multi-ethnic clientele. The focus of our assignment was to develop a sign system with a graphic vocabulary and iconography that easily conveys directions to an audience with limited English proficiency. The standards and implementation program included GNU's Sign Insert Management™ software that allows La Clinica to change the majority of sign messages in-house.

### CLIENT CONTACT INFORMATION GENERAL CONTRACTOR

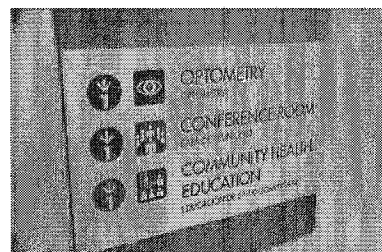
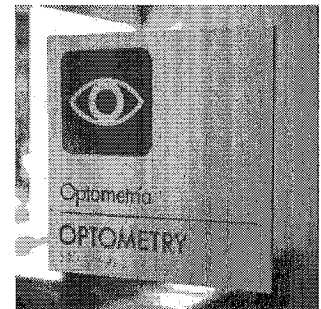
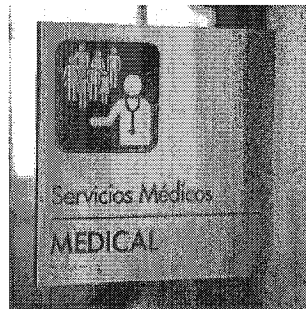
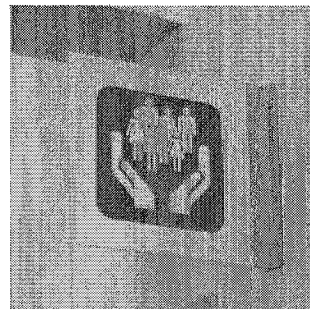
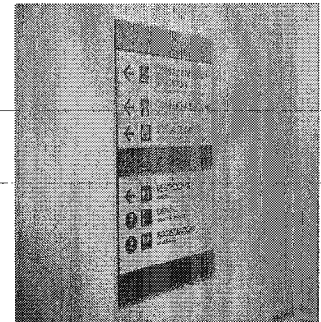
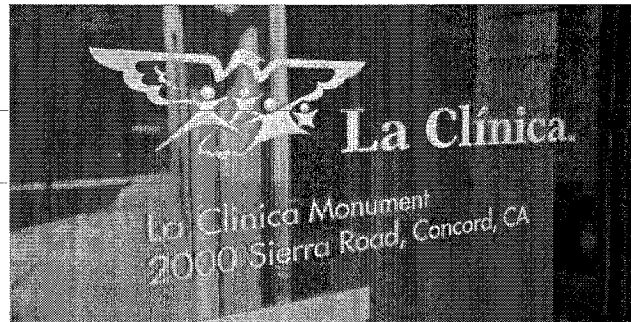
**Anita Addison, MCP, MPH**  
Chief of Planning & Strategic Advancement  
La Clinica de La Raza  
510.535.2901

Garnett Sign Studio  
**Mark Unterbach**  
marku@garnettsign.com

### PROJECT SIZE

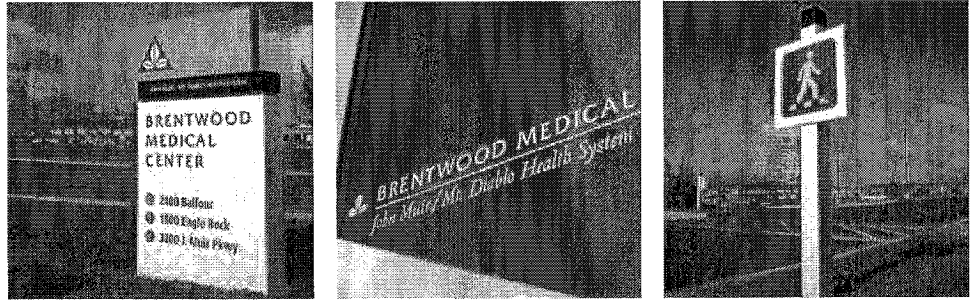
38 facilities. \$500,000 project

[www.laclinica.org/](http://www.laclinica.org/)



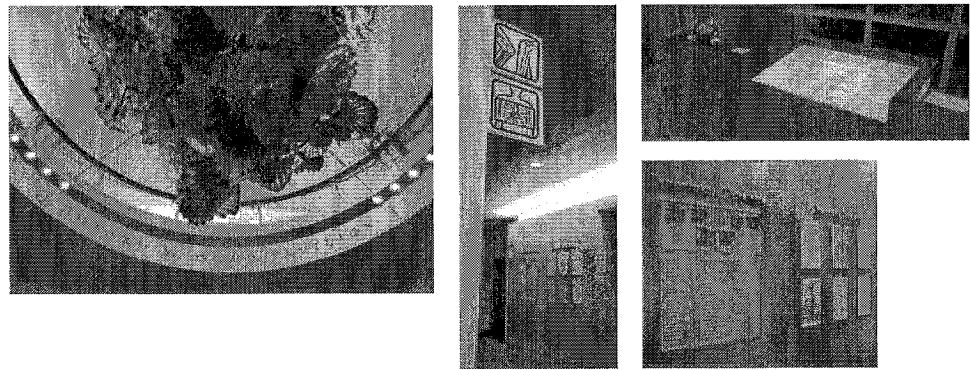
**John Muir Health  
Brentwood Campus**  
Brentwood, California

Brentwood is the first John Muir campus to utilize the exterior sign standards developed to unify signage throughout all of the John Muir facilities. The comprehensive nature of the program required intense coordination with the City of Brentwood to expeditiously garner the necessary variances.



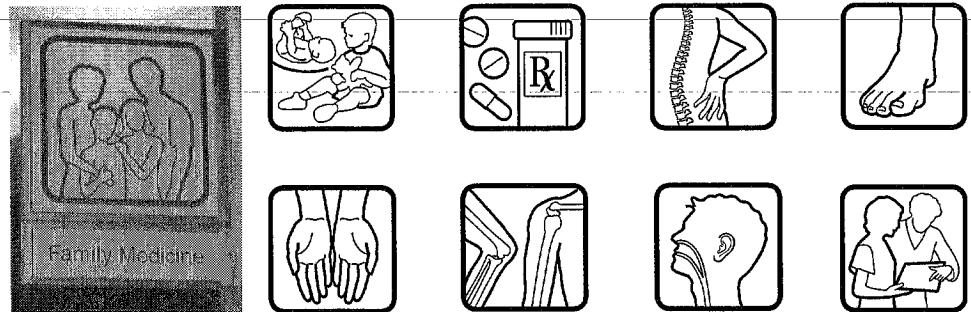
**Camino Medical Group  
Interior**  
Mountain View, California

The sign program combines Sutter's signs standards with custom millwork to create a distinctive program of directories and directional signs. Custom graphics are integrated into a frieze in the facility's pavilion.



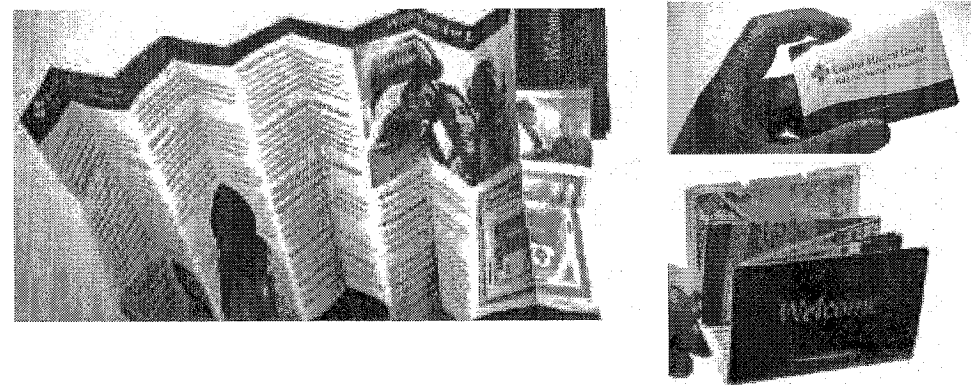
**Camino Medical Group  
Icons**  
Mountain View, California

Camino Alto's multi-lingual patient community led to the development of department and service icons to identify all destinations within the medical office complex. The pictograms are user friendly and are used on all signage as well as informational communication materials.



**Camino Medical Group**  
Mountain View, California

Camino Medical Group campus uses a wayfinding brochure with floor maps, departmental designations and other key information. The map graphics and pictograms reflect the images on signs and floor directories. The brochure folds to credit card size for easy use.

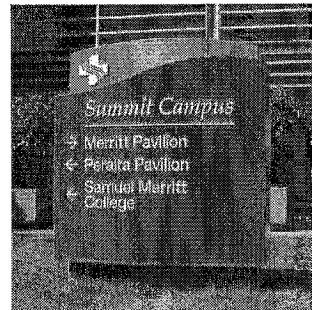
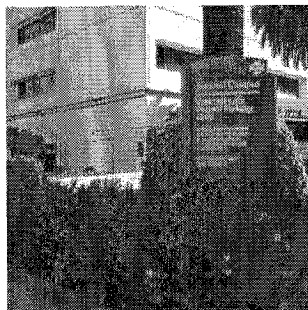
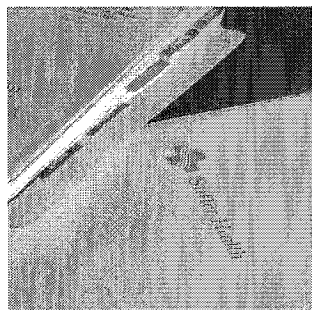




**Sutter Health**

Northern California

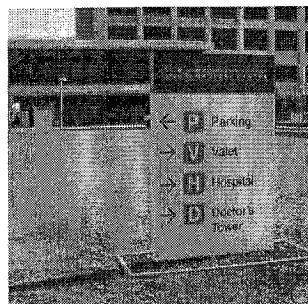
Ambitious growth plans dictated that Sutter Health explore ways to achieve economy of scale and quality control in all aspects of its facilities management. Signage Standards enable them to lower procurement cost and increase service response. The standards define all signs and formalize the procurement procedure.



**Hollywood Presbyterian**

Los Angeles, California

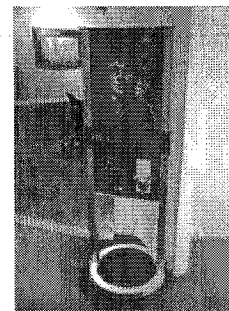
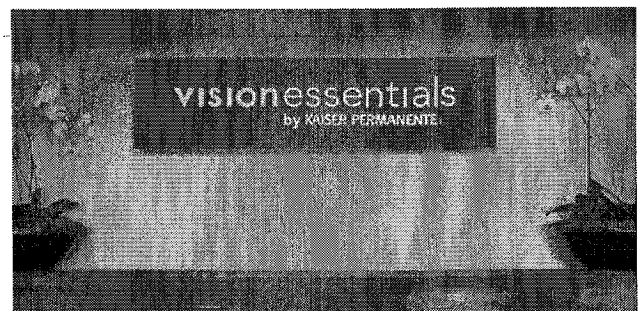
GNU aided Hollywood Presbyterian Medical Center in LA County with a temporary solution to their signs, while the campus is undergoing major changes. Too much information (in some cases 4 languages) made signs illegible. We organized the messages with alpha icons that guide visitors to the core areas where they receive further directions. GNU also provided fabrication and installation for this fast track project.



**Kaiser Vision Essentials**

National Roll-Out, 123 Sites

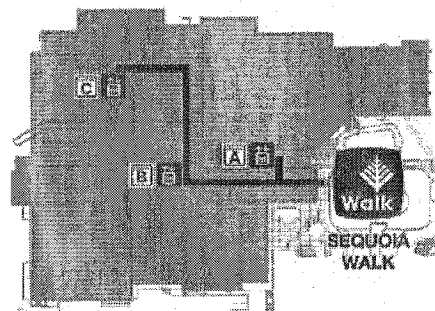
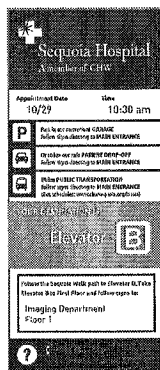
Kaiser Permanente's revitalization of their optical care and vision aid sales areas include a flexible system of display, merchandising and signage involved conducting site audits, design, sourcing of all graphic components, adaptation of the program for each of the 123 sites and installation at each location.



**CHW, Sequoia Hospital**

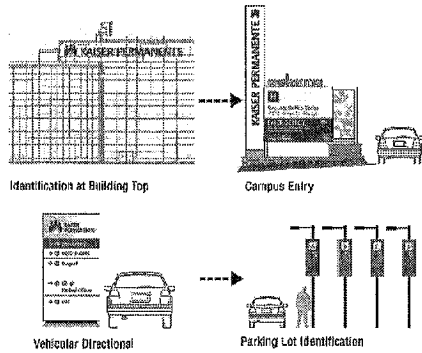
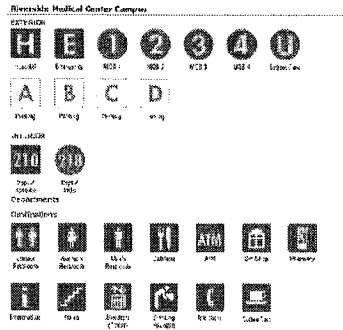
Redwood City, California

New additions to hospitals always test the user experience as it relates to wayfinding. It was immediately clear to GNU this would be the case of the New Pavilion Tower expansion for Sequoia Hospital. GNU crafted a wayfinding masterplan strategy that unified the "existing" with the "new" and strengthened the user experience by identifying and Branding the "critical path" that was key to all destinations within the new unified Hospital, Sequoia Walk is born.



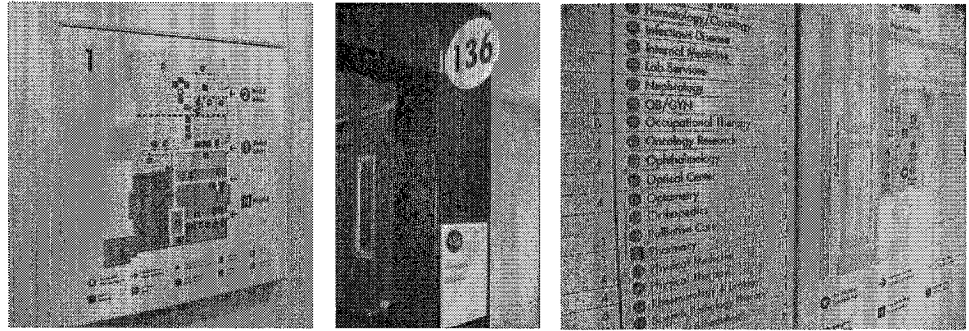
**Kaiser Oakland**  
Riverside, California

This vehicular and pedestrian wayfinding program pioneers an integrated system that includes appointment notices, the Kaiser website and the on-campus signage. Appointment notices include directional information that are supported by additional detail on the website and are reinforced by the on-site physical sign system.



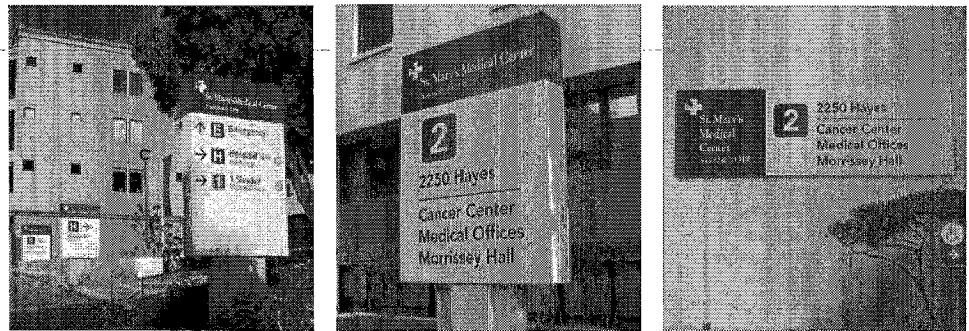
**Kaiser Riverside**  
Riverside, California

Implementation of a multi-lingual wayfinding program for Kaiser's Riverside Campus. The program encompassed exterior and interior signage. It also entailed additional Touch Point Wayfinding tools including orientation brochures and a web based staff training program.



**St. Mary's Medical Center**  
San Francisco, California

With reorientation of its facilities, St. Mary's Hospital required an updated wayfinding strategy. The progressive disclosure orientation and alpha-numeric lexicon simplified the user experience. Reuse of the existing sign structures meant significant cost savings. The system included a web based wayfinding training program for staff and new hire.



Our pledge to our clients is to deliver solutions with thought leadership and creative design while always making sure that their experience working with us is 'pain free.' The following are client affirmations of our pledge and contact information.

**CHW/Sequoia Hospital**

Joanie Cavanaugh,  
Director of Marketing  
(650) 367-5898  
Redwood City, California

**Lucile Packard Children's Hospital at Stanford**

James McCaughey, Sr. Vice President  
(605) 736-2673  
Palo Alto, California

**Stanford University School of Education**

Ona Andre  
(650) 725-1237  
Palo Alto, California

**Kaiser Foundation Health Plan**

Gary Bankhead  
(510) 618-5886  
San Leandro, California

**Kaiser Permanente, NFS Capital Projects East Bay**

Tomas Echeveria, Project Manager  
(510) 618-4029  
Oakland, California

**Kaiser Permanente, NFS Capital Projects**

Milke Tsutsui, Senior Project Manager  
(808) 432-7262 (Direct)  
(808) 371-2298 (Cell)  
Honolulu, Hawaii

**Sutter Health Mills Peninsula Hospital Replacement Palo Alto Medical Foundation**

Trevor Speech, Project Manager  
(650) 444-4235  
San Jose, California

**Hollywood Presbyterian Medical Center**

Mike Swanson, Facilities Administrator  
(323) 913-4505  
Los Angeles, California

“GNU was brought in to address the signing of a new hospital tower with our existing facilities. We believed that this assignment was simply about designing signs. Through their Sign System Navigator™ process, they built consensus using highly visual tools to help us understand the wayfinding challenges and see how an integrated approach would increase our patients and visitors experience while at Sequoia Hospital - and they continue to educate us in each meeting.”

**JoAnn Kemist**

President  
Sequoia Hospital Foundation  
Redwood City, California  
650.299.4919  
joann.kemist@chw.edu

“Through the concept of progressive disclosure, The GNU Group was able to demonstrate the crucial elements of a successful wayfinding program. Their Wayfinding Touch Point System™ goes above and beyond the signs that we anticipated were necessary. The other media touch points definitely increase the ease of the patient's wayfinding experience. There is a unique approach and we now recognize that it is essential to maximizing wayfinding success and have brought them into 2 additional healthcare assignments.”

**Vincent J. DeSantis**

Vice President of Sales National Accounts  
The Icon Companies, Icon Identity Solutions /IMS/ESS  
Elk Grove Village, IL 60007  
847.631.3211

“I want to say thanks to the GNU Group Team for all the great work you have done on the KP Redwood City Medical Campus Wayfinding Program - the icing on the cake was the 3-0 approval of the Program by Redwood City's Design Review Committee.”

**Mark Srebnik, AIA**








Project Director  
Kaiser Permanente  
Redwood City Replacement Team  
650.299.4919  
mark.r.srebnik@kp.org

“The GNU Group showed great problem solving skills and responsible project management capabilities in rolling out our Brand conversion in over 100 plus sites - the new Sign Standards Program you designed is beautiful and effective.”

**Doran Newhart**

VP Strategy & System Development  
John Muir Health  
916.286.6568  
d.newhart@sutterhealth.org

We call the GNU process for developing wayfinding, signage and environmental graphics programs the Sign System Navigator™ (SSN™). This process includes 7 distinct steps, from research, analysis and planning, through design, documentation, fabrication, installation and post-installation services. The following chart shows the actions and outcomes of each of the SSN™ steps.

	<b>Sign System Navigator™</b>	<b>DELIVERABLES</b>
1	 <p><b>Sign Profile Analysis™</b></p>	Stakeholder Wayfinding Survey™ (SWS™) (electronic) Stakeholder Wayfinding Survey™ (SWS™) metrics Research Use and circulation patterns Hierarchy Design criteria Budget criteria Code compliance requirements Graphic vocabulary Electronic wayfinding language Wayfinding master plan
2	 <p><b>Design Snapshot™</b></p>	Concept Snapshots * Sketches * Computer Design vocabulary Material board
3	 <p><b>Documentation Accelerator™</b></p>	Design development Construction intent documents Specifications Message schedule Location plans Install elevations Permit drawings Approval outreach Artwork
4	 <p><b>Procurement Network™</b></p>	Vendor identification Permitting Bid instructions Bid solicitation Package distributions Fabrication pricing
5	 <p><b>Implementation Planner™</b></p>	Review shop drawings Vendor coordination Color review Material review Finish review Product inspection
6	 <p><b>Installation Toolkit™</b></p>	Installation schedule On-site coordination Install Elevations Quality check report Punch list
7	 <p><b>Improvement Profile™</b></p>	Maintenance information Re-order Post install review Training

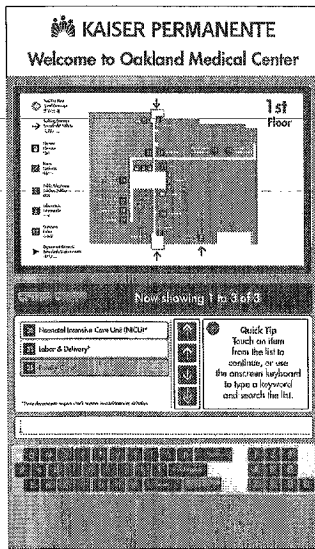
The scope requested for Natividad Medical Center concludes with the documentation that allows the signs to be competitively bid. These following steps are the services typically required to take a project through implementation. They are not included in our scope of services.

**STEP 1:  
SIGN PROFILE  
ANALYSIS™**

The Sign Profile Analysis™, establishes the needs, hierarchy, messages, locations, quantities, and results in the design criteria and the pricing for all signs that are determined to be necessary to Natividad’s program. The SPA™ assesses the requirements for signs and graphics vocabulary prior to any design work and then establishes the potential costs of fabrication and installation. This step allows us to confirm and/or adjust design solutions to meet your specific budgets and streamlines the creative process by focusing on solutions that will meet the design and functional wayfinding needs of the facilities.

**ACTIONS**

- Kick-off meeting with client and other stakeholders to codify program goals and objectives, recognize opportunities and constraints, understand user behavior, establish design and budget criteria and important coordination issues relating to schedule and implementation.
- Distribute GNU Electronic Wayfinding Questions
- Coordinate with branding consultants.
- Plan the circulation and wayfinding routes and determine the wayfinding strategy.
- Establish the hierarchy of wayfinding signs, information and regulatory signs.
- Establish potential LEED opportunities.
- Determine the locations for all exterior sign types.
- Determine the quantities for all sign types/elements.
- Prepare criteria for design.
- Establish the high and low budget ranges for all sign types/elements.
- Research and review the sign code requirements.
- Establish the schedule for all steps and actions in the program including implementation and installation.
- Present the findings and recommendations of the Sign Profile Analysis™.



**RESULTS**

Complete analysis of project wayfinding requirements for the signage program for both for exterior circulation and interior branding and wayfinding.

**DELIVERABLES**

- Stakeholder Wayfinding Survey™ (SWS™) (electronic)
- Stakeholder Wayfinding Survey™ (SWS™) metrics
- Research
- Use and circulation patterns
- Hierarchy
- Design criteria
- Budget criteria
- Code compliance requirements
- Graphic vocabulary
- Electronic wayfinding language
- Wayfinding master plan
- Pre-construction Information

**STEP 2:  
THE DESIGN  
SNAPSHOT™**

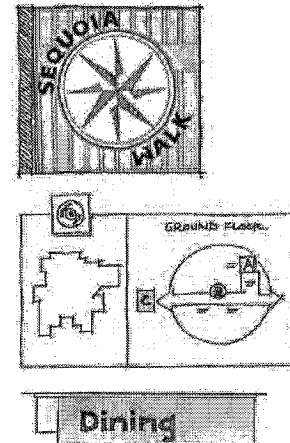
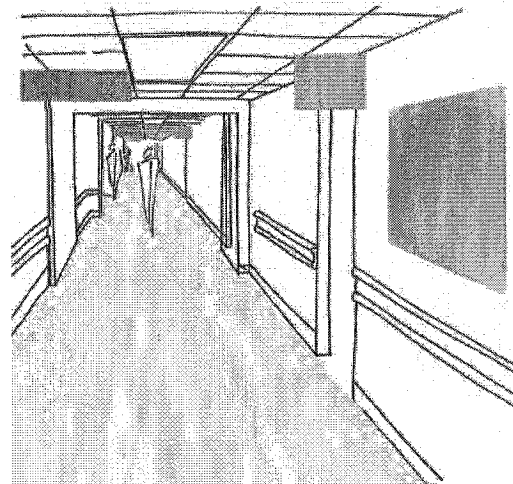
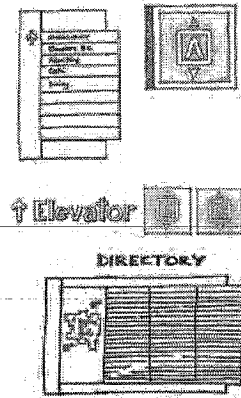
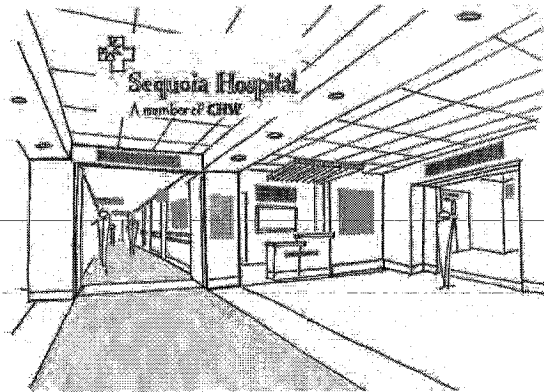
With approvals of the SPA™ results we will develop the Design Snapshot™. The Design Snapshot provides the design concepts that respond to the agreed upon design criteria.

**DELIVERABLES**

- Alternative design concepts
- Attend all meetings

**ACTIONS**  Develop alternative concepts for representative exterior and interior sign types sufficient to depict the design concepts for the entire program.

**RESULTS**  Approved concepts and design solutions for the sign program.



**STEP 3:  
THE  
DOCUMENTATION  
ACCELERATOR™**

Here we expand upon the accepted design solutions and document the program to provide the instructions and specifications for the fabricators who will build the signs.

**DELIVERABLES**

**ACTIONS**

- Collaborate with fabricator resources to validate cost of design solutions.
- Refine the approved sign design from the Design Snapshot.™
- Extend the design through all necessary sign types.
- Prepare sign fabrication specifications and documents.
- Finalize the sign location plan and message list.
- Prepare the requisite submittals and obtain all approvals from governing jurisdictions.
- Create all artwork required to fabricate the signs. (artwork for evacuation maps are an additional service)

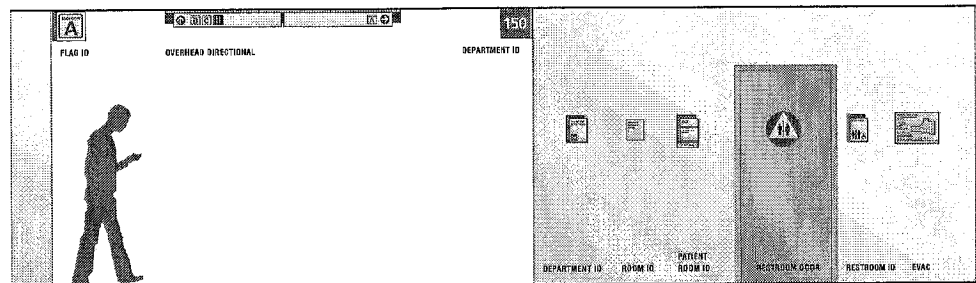
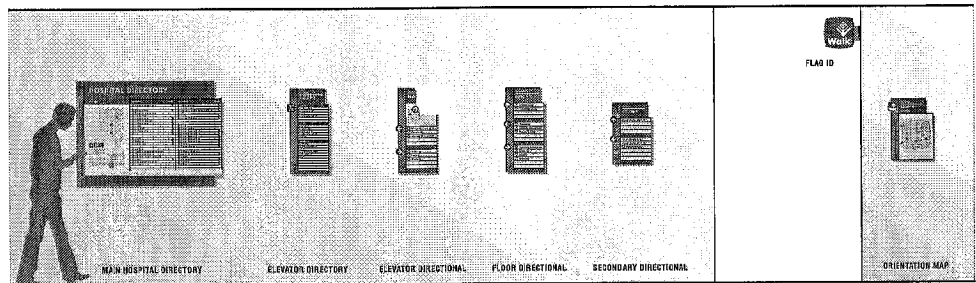
- Complete design development program for all sign types
- Documentation of the program with specifications and annotated drawings indicating dimensions, material, layout, color, size, process and installation instructions
- Final location plan and message schedules
- Submittals for jurisdictional approvals
- Signage Standards Manual

**RESULTS**

- Document the program in a Signage Standards Manual.
- Design development drawings for all signs within the system.
- Documentation of the program to provide the instructions, artwork and specifications for approval agencies and the fabricators who will build the signs. Final message schedules.
- Signage Standards Manual.

Additional deliverables may include:

- Evacuation map artwork



# Project Schedule

# Section 3

This schedule aligns our consulting services, analysis, design and documentation with Natividad's project schedule. It is a comfortable timeline that allows us to conduct all required services.

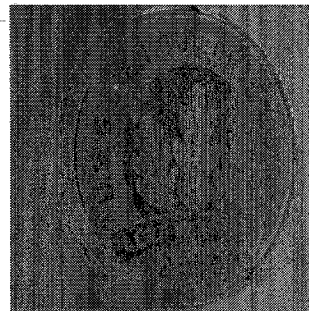
Start Date: 4/8/13																							
Week Ending		4/15/13	4/22/13	4/29/13	5/6/13	5/13/13	5/20/13	5/27/13	6/3/13	6/10/13	6/17/13	6/24/13	7/1/13	7/8/13	7/15/13	7/22/13	7/29/13	8/5/13	8/12/13	8/19/13	8/26/13	9/2/13	9/9/13
No.	Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
<b>1.0</b>	<b>Assessment - Site Survey/SPA</b>																						
1.1	Site Survey:																						
1.2	Project Team Meeting																						
1.3	Photo/Existing Condition Survey																						
1.4	Conduct Stakeholder Interviews																						
1.5	Healthcare Wayfinding Assessment																						
1.6	Analysis:																						
1.7	Code Research																						
1.8	SPA																						
1.9	Survey Results																						
1.10	Development of Wayfinding Master Plan																						
1.11	Recommendations:																						
1.12	Executive Summary																						
1.13	Development of Low/High Budgets																						
1.14	Integrated Wayfinding Applications																						
1.15	Stakeholder Meeting																						
<b>2.0</b>	<b>Schematic &amp; Design Development - DS &amp; DA</b>																						
2.1	Design Charette																						
2.2	Storyboard																						
2.3	Design Concepts																						
2.4	Meetings/Presentations (2)																						
<b>3.0</b>	<b>Construction Intent - IP</b>																						
3.1	Development of Sign Hierarchy																						
3.2	Location Plans																						
3.3	Copy List																						
3.4	User Group Meetings																						
3.5	Final Presentation																						
3.6	Development of Construction Intent																						



Signage design is in relative infancy in evolving 'green' practices. We try to maximize areas where sustainability can be achieved. Whenever possible we use materials that are recycled and/or can be easily recycled at the end of their lifecycle, source products locally to avoid the impact of transportation, employ clean fabrication such as direct printing to avoid solvent clean up, design to minimize material waste, use of photovoltaic energy sources where possible and print on recycled papers with soy inks.

The most dramatic environmentally friendly action that any project can embrace is the reuse or continuing use of existing signs through design retrofitting. Investigating the potential for reuse or continuing use is a fundamental component of our Sign Profile Analysis™.

In striving for sustainable design solutions, architects and builders are embracing far reaching solutions. The scale of signs in most environments has nominal impact on the projects overall 'green' objectives. LEED certification is an interesting measure of the relative contribution of signs. At most, our work can contribute 1 point in the LEED evaluation process which comes from simply documenting the project's environmentally responsive solutions. Green design for signage can also add to environmentally friendly practices in the overall architectural program.

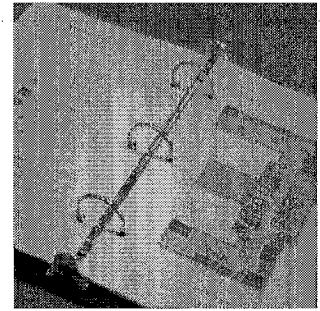


*A recent project for the ClimateWorks Foundation, an environmental advocacy group demanded the highest level of green design in their new headquarters.*

*The Foundation's environment achieved a LEED Platinum rating.*



*Among the contributions from our signage solution is the use of totally recyclable or biodegradable materials.*



*A project design synopsis, compiled by GNU, explaining all of the sustainability features, merits a point in the LEED certification process.*

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**Pricing**

**Section 5**

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Please refer to separate sealed envelope submittal per RFQ requirements.

*— BEGINS ON NEXT PAGE —*

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**Exceptions**

**Section 6**

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The GNU Group anticipates no exceptions to the services requested in Natividad Medical Center's RFQ #9600-42

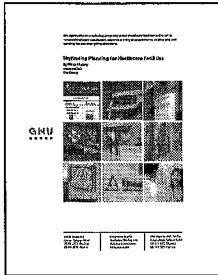
	PHASE 1 Interior Signage	PHASE 2 Exterior Signage
<b>Part 1 - Assessment - Site Survey/SPA™</b>		
- Site survey	\$13,000.00	\$7,000.00
• Conduct Stakeholder Interviews		
• Healthcare Wayfinding Assessment™		
- Analysis	\$14,625.00	\$7,875.00
• SPA™		
• Survey Results		
• Development of Wayfinding Master Plan		
- Recommendations	\$14,625.00	\$7,875.00
• Executive Summary		
• Development of Low/High budgets		
• Integrated Wayfinding Applications		
- Code Research	n/a	\$2,500.00
- Work Plan	\$1,000.00	\$1,000.00
<b>TOTAL FOR PART 1</b>	<b>\$43,250.00</b>	<b>\$26,250.00</b>
<b>Part 2 - Design - DS™</b>		
- Schematic Design	\$19,500.00	\$10,500.00
• Design Charette		
• Storyboard		
• Design Concepts		
• Meeting/Presentation		
<b>Part 2 - Design - DA™</b>		
- Design Development/Construction Inten	\$52,000.00	\$28,000.00
• Complete Sign Hierarchy		
• Location Plans		
• Copy List		
• User Group Meetings		
• Revisions		
• Final Presentation		
• Complete Construction Intent Document		
• Value Engineering		
<b>TOTAL FOR PART 2</b>	<b>\$71,500.00</b>	<b>\$38,500.00</b>
<b>TOTAL PROJECT BY PHASE</b>	<b>\$114,750.00</b>	<b>\$64,750.00</b>
<b>TOTAL PROJECT FEES</b>	<b>\$179,500.00</b>	
<b>TOTAL CONTRACT NOT TO EXCEED</b>	<b>\$184,500.00</b>	

## 5 Fabrication Detailed Pricing

Per Attachment C

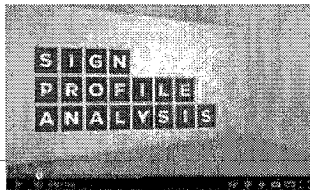
<b>Interior Signage</b>			
Sign Type/ Description	Pricing Range	Average Unit Cost	Estimated Quantity
Department Identity	\$6,000 - \$18,000	\$ 200.00	60
Base Building Signage	\$30,000 - \$90,000	\$ 60.00	1000
Directional Wall Mounted	\$112,500 - \$337,500	\$ 1,500.00	150
Elevator Code Plaque	\$1,200 - \$3,600	\$ 60.00	40
Directional Overhead	\$18,000 - \$54,000	\$ 1,200.00	30
Overhead Identification	\$15,000 - \$45,000	\$ 1,000.00	30
Office ID Plaque	\$11,250 - \$33,750	\$ 90.00	250
Building Directory w/Map	\$19,000 - \$57,000	\$ 3,800.00	10
Flag Sign	\$10,250 - \$30,750	\$ 205.00	100
Stair ID	\$1,800 - \$5,400	\$ 60.00	60
Patient Room Plaque	\$12,000 - \$36,000	\$ 120.00	200
Regulatory Generic	\$9,000 - \$27,000	\$ 60.00	300
Lobby Brand	\$12,500 - \$37,500	\$ 2,500.00	10
<b>Exterior Signage</b>			
Building Identity	\$25,000 - \$75,000	\$ 5,000.00	10
Building Monument	\$45,000 - \$135,000	\$ 7,500.00	12
Vehicular Directional	\$37,500 - \$112,500	\$ 3,000.00	25
Emergency ID	\$5,000 - \$15,000	\$ 5,000.00	2

GNU Group's integrated wayfinding programs for major healthcare providers throughout the country have consistently resulted in improved customer experiences and increased user satisfaction. The firm has developed a variety of information on our approach to demonstrate our Thought Leadership in this important facet of Healthcare Design.

**White Paper:**

Integrated Wayfinding for Healthcare Facilities:

Everything you need to know

[www.gnugroup.com/GNU\\_HealthCare\\_WhitePaper.pdf](http://www.gnugroup.com/GNU_HealthCare_WhitePaper.pdf)**Video:**

GNU's proprietary Sign Profile Analysis™:

The critical first step in developing your Integrated Wayfinding program.

<http://www.youtube.com/watch?v=Zt1WO98BqtE>**Article:**

Healthcare Design Magazine article on Integrated Healthcare Wayfinding

[www.gnugroup.com/Healthcare\\_Design\\_Magazine.pdf](http://www.gnugroup.com/Healthcare_Design_Magazine.pdf)**GNU Server Application:**

An iPhone App that makes easy work of documenting healthcare signage programs.

[www.gnugroup.com/GNU\\_Surveyor.pdf](http://www.gnugroup.com/GNU_Surveyor.pdf)

**Stakeholder Wayfinding Survey**

*The Stakeholder Wayfinding Survey has proven to be a crucial tool in gathering the myriad of perspectives, practices and behavior of all of the people who are engaged in helping patients and visitors find their destinations. It is one of the first exercises in our Sign Profile Analysis™ and is instrumental in gaining the consensus and common voice that leads to the Wayfinding Strategy.*

**Customer Wayfinding Assessment™**



STAFF QUESTIONNAIRE:

Department/Area: \_\_\_\_\_

Work Location:  
Building: \_\_\_\_\_ Floor: \_\_\_\_\_

We are working with Advocate Children's Hospital to review and enhance the patient and visitor wayfinding experience at the hospital. Please take a few minutes now to answer some questions directly related to wayfinding at Advocate Children's Hospitals. All responses are confidential and anonymous.

For the following questions, please provide a response or your best estimate. There are no right or wrong answers, just what you think off the top of your head.

1. On average, how many times do you provide directions each day (including taking someone to their destination because it is too hard to describe)?

- 0-5 times a day     6-10 times a day     11-20 times a day     Over 20 times a day

2. Of that number, how many times a day do you personally TAKE someone to their destination?

\_\_\_\_\_

3. On average, how long does it take to TELL someone how to get to their destination?

- about 30 seconds     1-2 minute     3-4 minutes     5 minutes or more

4. On average, how long does it take to TAKE someone to their destination and then return?

- 3-5 minutes     5-10 minutes     11-15 minutes     16-20 minutes     more than 20 minutes

3445 Mt. Diablo Blvd, Lafayette, CA 94549 Tel: 925-444-2020 www.gnugroup.com

**Additional Information**

**Section Appendix 7**

**INSURANCE**

<b>CERTIFICATE OF LIABILITY INSURANCE</b>		GNUGR-1    OP ID: SC DATE (MM/DD/YYYY) 07/06/12				
PRODUCER Kosich & Callahan 3425 Mt. Diablo Blvd. Ste. 300 Lafayette, CA 94549 Kosich Insurance Agency, Inc.		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.				
INSURED GNU Group P.J. Murphy & Associates 3445 Mt. Diablo Blvd. Lafayette, CA 94549		INSURERS AFFORDING COVERAGE    NAIC # INSURER A: Peerless Insurance Company INSURER B: Golden Eagle Insurance Corp. INSURER C: Evanston Insurance Company INSURER D: Preferred Employers Insurance INSURER E:				
<b>COVERAGES</b> THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR	ADD'L	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
LTR	INSR01	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY    CBP8116050 <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC		02/01/12	02/01/13	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea. occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/CP AGG \$ 2,000,000
A		AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	BA8113950	02/01/12	02/01/13	COMBINED SINGLE LIMIT (Ea. accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY EA ACC AGG \$ EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000
B		EXCESS / UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE    CU8112551 DEDUCTIBLE \$ 10,000 <input checked="" type="checkbox"/> RETENTION		02/01/12	02/01/13	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000
D		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under SPECIAL PROVISIONS below OTHER    Y/N <input type="checkbox"/>	WKN1469521	06/01/12	06/01/13	W/C STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C		Prof Liab	E0848669	11/21/11	11/21/12	Claims Made \$ 1,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS *Except 10 days notice of cancellation for non-payment of premium.						
<b>CERTIFICATE HOLDER</b> Proof of Insurance				<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30* DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES. AUTHORIZED REPRESENTATIVE		
ACORD 25 (2009/01)				© 1988-2009 ACORD CORPORATION. All rights reserved. The ACORD name and logo are registered marks of ACORD		

**FINANCIAL VIABILITY** For information on GNU Group's financial health you are welcome to contact our bankers.

Heritage Bank of Commerce  
 387 Diablo Blvd, Danville, CA 94526  
 925-314-2853  
 Contact: Tim White

