



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: A 13-141, **Version:** 1

- a. Authorize the Purchasing Manager for Natividad Medical Center (NMC) to enter into an Agreement with GNU Group pursuant to the Request for Qualifications (RFQ #9600-42) for Signage Analysis & Master Plan Services at NMC for a total aggregate amount of \$184,500 for the period September 1, 2013 June 30, 2014.
- b. Authorize the Purchasing Manager for NMC to approve up to two (2) future amendments to extend the term of the Agreement for two (2) additional one (1) year periods and to increase the Agreement by no more than 5% of the original Agreement amount per each subsequent fiscal year.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Purchasing Manager for Natividad Medical Center (NMC) to enter into an Agreement with GNU Group pursuant to the Request for Qualifications (RFQ #9600-42) for Signage Analysis & Master Plan Services at NMC for a total aggregate amount of \$184,500 for the period September 1, 2013 June 30, 2014.
- b. Authorize the Purchasing Manager for NMC to approve up to two (2) future amendments to extend the term of the Agreement for two (2) additional one (1) year periods and to increase the Agreement by no more than 5% of the original Agreement amount per each subsequent fiscal year.

SUMMARY/DISCUSSION:

NMC has identified a need to improve its interior and exterior signage. More than 50% of the hospital's patient population is limited English proficient (LEP) and a great percentage of the total patient population cannot read. The majority of the hospital's existing signage is in English, and the signage does not use universal symbols (pictograms). NMC recognized that in order to improve its signage program there are three steps that it will need to take:

1. Solicit Requests for Qualifications for interior and exterior hospital (wayfinding) signage master plan program analysis; and
2. Solicit Requests for Proposals using the signage master plan developed in step 1 for the fabrication of the signage; and
3. Solicit Requests for Proposals for the installation of the signage.

NMC has completed the first step, and the NMC scoring committee has selected the GNU Group to complete the signage master plan as this firm had the strongest qualifications. The GNU Group will perform a complete analysis and evaluation of wayfinding/ signage needs for the hospital that includes interior and exterior signage. Additionally, the GNU Group will develop a comprehensive signage program that includes a signage master plan, describing size, type, and location of the wayfinding signage for the entire NMC campus.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved the Agreement as to legal form and risk provisions. Auditor-Controller has reviewed and approved the Agreement as to fiscal provisions. The Agreement has also been reviewed and approved by Natividad Medical Center's Board of Trustees.

FINANCING:

The cost for this Agreement is \$184,500 and is included in the Fiscal Year 2013/2014 Adopted Budget. There is no impact to the General Fund.

Prepared by: Andrea Rosenberg, Assistant Administrator, Operations & Support Services, 772-7654

Approved by: Harry Weis, Chief Executive Officer, 783-2553

Attachments: Agreement with Vendor's Proposal and RFQ #9600-42