



# County of Monterey

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

## Board Report

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**File #:** A 12-202, **Version:** 1

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- a. Approve the Request for Qualifications (RFQ) #9600-42 for the Natividad Medical Center (NMC) Signage Master Plan Program Analysis per the scope of services described in the RFQ and;
- b. Approve the Purchasing Manager for Natividad Medical Center (NMC) to release the RFQ to the public on or about December 13, 2012.

### **RECOMMENDATION:**

It is recommended the Board of Supervisors:

- a. Approve the Request for Qualifications (RFQ) #9600-42 for the Natividad Medical Center (NMC) Signage Master Plan Program Analysis per the scope of services described in the RFQ and;
- b. Approve the Purchasing Manager for Natividad Medical Center (NMC) to release the RFQ to the public on or about December 13, 2012.

### **SUMMARY/DISCUSSION:**

NMC has identified a need to improve its interior and exterior signage. Our admitting department has been collecting data on patient language since winter 2012. The data shows that more than 50% of the patient population is Limited English Proficient (LEP). Additionally, due to the diversity of our patient population, pictogram signage (using universal symbols) may provide further assistance in effective communication to our population. The majority of the hospital's existing signage is in English, and the signage does not use universal symbols (pictograms). NMC recognizes 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
- 2) Solicit Requests for Proposals using the signage master plan developed in step 1 for the fabrication of the signage
- 3) Solicit Requests for Proposals for the installation of the signage

NMC desires to go out for bid for the signage master plan. The selected vendor will perform a complete analysis and evaluation of wayfinding/ signage needs for the hospital that includes interior and exterior signage. Additionally, the selected vendor 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:**

NMC is working with County Counsel, the County Purchasing Manager, and NMC Board of Trustees. This RFQ has been supported by the Capital Improvement Committee and County Budget Committee.

### **FINANCING:**

The cost for the release of the RFQ is approximately \$1,000 and is included in the Fiscal Year 2012/2013 Adopted Budget. The cost for the signage master plan is part of the hospital operational budget. The fabrication and installation of the signage will be a capital project and is budgeted in Fiscal Year 2013 as B-2013-1 (interior design upgrades building wide). There is no impact to the General Fund.

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Prepared by: Andrea Rosenberg, Assistant Administrator  
Approved by: Harry Weis, Chief Executive Officer

September 26, 2012

Attachments: Request for Qualification (RFQ) #9600-42