



County of Monterey

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

Board Report

File #: A 16-085, Version: 1

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute Amendment No. 3 to the Agreement (A-12739) with Schipper Design, LLC. for Marketing and Design Services at NMC, extending the Agreement for one (1) year with the option to extend for one additional one (1) year period remaining as per the provisions within RFP 9600-47, for a revised full term of January 1, 2014 through June 30, 2017 and adding \$570,000 for a revised total Agreement amount not to exceed \$1,070,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute Amendment No. 3 to the Agreement (A-12739) with Schipper Design, LLC. for Marketing and Design Services at NMC, extending the Agreement for one (1) year with the option to extend for one additional one (1) year period remaining as per the provisions within RFP 9600-47, for a revised full term of January 1, 2014 through June 30, 2017 and adding \$570,000 for a revised total Agreement amount not to exceed \$1,070,000.

SUMMARY/DISCUSSION:

Schipper Design is a multiple award-winning, local graphic and web design firm that brings a diverse wealth of experience and skills to marketing design services for NMC. Schipper Design has worked with NMC in developing marketing plans, graphic design, and production of marketing collateral and support materials, including logos, brochures, web sites, newsletters, presentations, and advertisements.

Following RFP #9600-47, the Board of Supervisors approved a two year and six months agreement starting January 1, 2014 with Schipper Design with a maximum liability of \$100,000. On July 1, 2014, the Board approved a first amendment, adding \$200,000. On June 23, 2015, the Board approved a second amendment, adding \$200,000 with no change to the term of the Agreement. This third amendment will extend the Agreement an additional one (1) year period as per the provisions within RFP 9600-47 for a revised full term of January 1, 2014 through June 30, 2017 with the option to extend the term for one (1) additional one year period remaining.

During Fiscal Year 2015 - 2016 to date, highlights of Schipper Design projects included:

- Trauma Center promotional activities including development and deployment of brand identity & logo; marketing plan; brochures; newsletters, print, TV, radio, and bus advertisements in English and Spanish; an opening event; a one year anniversary promotional campaign; presence on social media and website; and community outreach materials
- Patient communications and marketing materials for trauma care and prevention, acute rehabilitation, bariatric surgery, and women and children's services
- Promotional campaign for NMC Family Medicine Residency Program recruitment
- Language access services information
- Patient portal development
- National Hospital, Nurses, Volunteers Week and Doctor's Day celebrations
- Employee recognition activities

- Promotion of NMC quality and excellence awards
- Patient admissions materials
- Natividad Medical Group patient communications and marketing materials
- Community outreach booth and banners
- Farmer's market promotion
- Social media development and maintenance
- Website maintenance

Priority projects through Fiscal Year 2017 will emphasize NMC as a provider of choice through expanded marketing of targeted growth initiatives of clinical services which align with an evolving health care system; campaigns to promote NMC quality and excellence; focus on health and wellness program development; website refreshment; and broadened social media presence. This continued work is estimated to cost an additional \$400,000 and will increase recognition of NMC's value to the community as an essential community asset.

NMC will also use this Agreement for recruitment advertising services. NMC has another Agreement with Schipper Design for recruitment advertising services but because the scope of services in that agreement is for advertising, a service that is also part of the Schipper Design Agreement for Marketing and Design services per RFP 9600-47, in an effort to avoid having redundant Agreements NMC has decided to terminate the recruitment advertising agreement effective at the same time this Amendment No. 3 is executed and is consolidating Schipper Design's obligations for recruitment advertising services into this Agreement for marketing and design which includes advertising. Recruitment advertising efforts include, but are not limited to, the development of advertising campaigns for placement in newspapers, journals and other specialty publications, and posting on Internet websites, all of which are already contained in the scope of services of the Agreement currently being amended. \$170,000 has been budgeted for recruitment advertising specifically. In this capacity Schipper Design will also assist NMC in keeping abreast of new journals, internet sites and other advertising sources to ensure the greatest exposure to potential applicants.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Amendment No. 3 as to legal form and risk provisions, and the Auditor-Controller has reviewed and approved as to payment provisions. The Amendment No. 3 has also been reviewed and approved by NMC's Finance Committee on March 24, 2016 and by its Board of Trustees on April 1, 2016.

FINANCING:

The cost for this Amendment No. 3 is \$570,000, \$170,000 of which is included in the Fiscal Year 2015-16 Adopted Budget and of which \$400,000 is included in the Fiscal Year 2016-17 Recommended Budget. There is no impact to the General Fund.

Prepared by: Carol Adams, Assistant Administrator Planning and Institutional Development, 783-2556, and Janine Bouyea, Human Resources Administrative Director, 783-2701
Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments on file with Clerk of the Board:

Amendment No. 3 to Schipper Design, LLC Agreement per RFP 9600-47

Amendment No. 2 with Schipper Design, LLC Agreement per RFP 9600-47
Amendment No. 1 with Schipper Design, LLC Agreement per RFP 9600-47
Agreement with Schipper Design, LLC awarded per RFP 9600-47
Spend Sheet for Schipper Design Agreement per RFP 9600-47