



County of Monterey

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

Board Report

File #: A 21-020, Version: 1

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No. 2 to the agreement (A-14274) with Visual Net Design for website update and hosting services, extending the agreement an additional two (2) year period (May 1, 2021 through April 30, 2023) for a revised full agreement term of May 1, 2018 through April 30, 2023, and adding \$139,976 for a revised total agreement amount not to exceed \$323,964.
- b. Authorize the Chief Executive Officer for NMC or his designee to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) (\$3,398) of the original cost of the agreement.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No. 2 to the agreement (A-14274) with Visual Net Design for website update and hosting services, extending the agreement an additional two (2) year period (May 1, 2021 through April 30, 2023) for a revised full agreement term of May 1, 2018 through April 30, 2023, and adding \$139,976 for a revised total agreement amount not to exceed \$323,964.
- b. Authorize the Chief Executive Officer for NMC or his designee to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) (\$3,398) of the original cost of the agreement.

SUMMARY/DISCUSSION:

Natividad is recommending that the current agreement for hosting and support services with Visual Net Design be renewed and expanded to include Search Engine Optimization Services (SEO). In an effort to reach our target audience, Natividad currently has an English and a Spanish website that are distinct and separate. SEO will allow NMC to improve the tracking of website utilization and it will provide us with data to continue to improve the site to be a more effective resource to the community.

The approval of this agreement will NMC ensure that the websites provide up to date and accurate information related to services, contact information, and information on the health related matters, which the organization feels is important to our community.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this amendment no. 2 as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The amendment No. 2 has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on January 8, 2021.

FINANCING:

The cost for this amendment No. 1 is \$139,976 of which \$96,000 is included in the Fiscal Year 2020-21 Adopted Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This amendment allows for hosting services resulting in a website with up to date and current information thus improving the health and quality of life through County supported policies, programs and services while

promoting access to equitable opportunities for health choices and health environments in collaboration with communities.

- ☐ Economic Development
- ☐ Administration
- ☒ Health and Human Services
- ☐ Infrastructure
- ☐ Public Safety

Prepared by: Janine Bouyea, Human Resources Administrator, 783-2701

Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

Visual Net Design Amendment No. 2

Visual Net Design Amendment No. 1

Visual Net Design Agreement

Attachments on file with the Clerk of the Board