



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Health System



Date: January 4, 2013
Board Meeting Date: March 26, 2013
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jean S. Fraser, Chief, Health System
Susan Ehrlich, MD, MPP, Chief Executive Officer, San Mateo Medical Center

Subject: Agreement with J. S. Hackley Architectural Signage, Inc.

RECOMMENDATION:

Adopt a Resolution authorizing an agreement with J.S. Hackley Architectural Signage, Inc. for signage fabrication and construction for the term of March 1, 2013 through February 28, 2014, in an amount not to exceed \$160,000.

BACKGROUND:

In December 2011, it was determined that the way-finding signage on the exterior of the buildings on the San Mateo Health System campus had become oxidized from exposure to the elements. As a result, many of the signs had become illegible and needed to be updated or replaced. Patients surveyed as they arrived at the Health System campus indicated that they found the current signage confusing and had problems navigating their way from the parking lot to the various entrances to the two buildings. In addition, many of the patient / visitors to the campus have medical conditions such as impaired vision or use English second language and the current signage in its deteriorated condition does not meet their needs. Frequently, staff members are interrupted in their work to help clients and patients who are lost and need help in getting to their destinations.

DISCUSSION:

A Request for Proposals (RFP) was completed in January 2012, to develop a comprehensive design plan to replace the damaged signage. In December 2012, San Mateo Medical Center (SMMC) completed a further RFP for a Contractor to fabricate and install new signs based on the elevated design proposal by Shannon-Leigh Associates. The new signage will facilitate and improve the navigation of patients and visitors as well as emergency and non-emergency service vehicles as they arrive at the Health System campus through the use of easily recognized universal symbols.

J.S. Hackley Architectural Signage, Inc. (Hackley) was chosen for elevation to agreement because of their extensive experience in the fabrication and installation of hospital signage. In addition to being the lowest priced provider, they are located in the Bay Area.

County Counsel has reviewed and approved the agreement and Resolution as to form. Contractor meets insurance certification requirements.

SMMC also requests that your Board authorize Chief of the Health System or designee to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate), and/or modify the contract term and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

The Contractor has assured compliance with the County's Contractor Employee Jury Service Ordinance, as well as all other contract provisions that are required by County ordinance and administrative memoranda, including but not limited to insurance, hold harmless, non-discrimination and equal benefits.

This agreement contributes to the Shared Vision 2025 outcome of a Healthy Community by providing visitors to the Health System campus an easily-accessible means of navigating the campus to their destination. It is anticipated that visual recognition of the way-finding signage on the Health System campus will improve by 100%.

PERFORMANCE MEASURE:

Measure	FY 2011-12 Actual	FY 2012-13 Projected
Visual recognition of the way-finding signage will improve by 100%	NA*	100%

* New Performance Measure

FISCAL IMPACT:

The term of the agreement is March 1, 2013 through February 28, 2014, in the amount not to exceed \$160,000. Funds in the amount of \$53,333 are included in the SMMC FY 2012-13 Adopted Budget and funds in the amount of \$106,667 will be included in the SMMC FY 2013-14 Recommended Budget.

Expenses at SMMC are covered by fees for services or third-party payors whenever possible. The portion of expenses for services provided to the medically indigent or to those covered by programs that do not meet the full costs of care are covered by the County's General Fund contribution to SMMC, and are within the existing annual appropriation.

Request for Proposals Matrix

1.	General Description of RFP	Signage Construction
2.	List key evaluation criteria	Exhibit C of this Agreement
3.	Where advertised	San Mateo Medical Center Website Health Policy and Planning Website County Purchasing Website
4.	In addition to any advertisement, list others to whom RFP was sent	Arrow Sign Company Ellis and Ellis Sign Company J. S. Hackley Architectural Signage, Inc. L-H Sign Company Priority Architectural Graphics
5.	Total number sent to prospective proposers	5
6.	Number of proposals received	7
7.	Who evaluated the proposals	Jenna Bilinski John Thomas Narsimha Irrinki Patricia Velligan
8.	In alphabetical order, names of proposers (or finalists, if applicable) and location	Arrow Signs Ellis and Ellis Signs J. S. Hackley Architectural Signage, Inc.