



**COUNTY OF SAN MATEO**  
Inter-Departmental Correspondence  
Health System



**Date:** May 27, 2014  
**Board Meeting Date:** July 15, 2014  
**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 Ellis & Ellis Sign Systems

**RECOMMENDATION:**

Adopt a Resolution authorizing an agreement with Ellis & Ellis Sign Systems to provide fabrication and installation of indoor wayfinding signage for the term of August 1, 2014 through July 31, 2015, in an amount not to exceed \$227,000.

**BACKGROUND:**

In 2011, the Health System began surveying visitors as they arrived at the Health System campus. The surveys indicated that: the campus' current signage was confusing; visitors had problems navigating their way from the parking lot to various entrances; and once inside the buildings, visitors found it difficult to find their way to their destination. In addition, many clients and visitors to the campus either have medical conditions such as impaired vision or speak English as a second language, and the current signage does not meet the needs of either group. Frequently, staff members are interrupted in their work to help clients and patients who are lost and need assistance in getting to their destination.

**DISCUSSION:**

In January 2012, a Request for Proposals (RFP) was completed, and Shannon-Leigh and Associates (Shannon-Leigh) was chosen to design comprehensive wayfinding signage. The fabrication and installation of the exterior signage was completed in November 2013. In May 2014, the San Mateo Medical Center (SMMC) completed an RFP for fabrication and installation of interior wayfinding signage.

Ellis & Ellis Sign Systems (Ellis & Ellis) was chosen to fabricate and install the interior wayfinding signage based on their competitive pricing and innovative approach to project implementation.

The agreement and Resolution have been reviewed and approved by County Counsel as to form. Contractor meets insurance certification requirements.

SMMC also requests that your Board authorize the 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 more easily accessible means of navigating the campus to their destination. It is anticipated that 80% of existing signs will be replaced and validated for wayfinding by visitor input.

**PERFORMANCE MEASURE:**

Measure	FY 2013-14 Actual	FY 2014-15 Projected
Percent of existing signs to be replaced and validated for wayfinding by visitor input	N/A*	80%

\*New Measure

**FISCAL IMPACT:**

The term of the agreement is August 1, 2014, through July 31, 2015, in an amount not to exceed \$227,000. Funds in the amount of \$189,500 will be included in the SMMC FY 2014-15 Recommended Budget and funds in the amount of \$37,500 will be included the Health Administration FY 2014-15 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

<b>1</b>	Where was the RFP advertised?	San Mateo County Purchasing Website San Mateo Medical Center Website Public Purchase Website
<b>2</b>	In addition to any advertisement, list others to whom the RFP announcement was sent:	Weidner CA Ellis & Ellis Sign Systems Martinelli Signs Action Signs
<b>3</b>	State the total number of RFP's sent to prospective proposers:	6
<b>4</b>	How many proposals did you receive?	13
<b>5</b>	List in alphabetical order the names of the proposers (or finalists, if applicable) and the location:	Ellis & Ellis Sign Systems, Sacramento, CA Martinelli Signs, San Francisco, CA Weidner CA, Sacramento CA