



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



**Date:** September 11, 2013  
**Board Meeting Date:** October 1, 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

**Subject:** Naming of the Health Systems new patient facility

**RECOMMENDATION:**

Adopt a Resolution approving the name "Fair Oaks Health Center" for the new clinic at 2710 Middlefield Road in Redwood City and adopting the San Mateo County Health Foundation's naming rights procedure and structure for portions of the new clinic facility.

**BACKGROUND:**

The Health System will take occupancy of a new medical facility located at 2710 Middlefield Road in Redwood City in November 2013. The new building is being constructed by the building owner on the site of the current Fair Oaks Clinic; the County has signed a 30-year lease for the premises that includes an option to purchase the facility in five years. We will consolidate all staff and patients from the Willow Clinic (in Menlo Park), the Fair Oaks Children's Clinic, and the Fair Oaks Adult Clinic at this new clinic. The new facility also will offer additional Health System services such as mental health services and WIC (Women, Infants and Children) nutritional services. Thus, there is an immediate need for a name so that we can proceed with construction of signage, communications to patients, and notifications to the community.

The San Mateo County Health Foundation (SMCHF) has been conducting a capital campaign to raise funds to cover a portion of the costs of the new facility. As part of this campaign, SMCHF has developed a tiered fundraising structure to permit gifts of at least \$5,000 to have certain recognition, such as being acknowledged on a large public plaque within the new building's lobby, and gifts at or above \$50,000 being afforded naming rights for various parts of the building (e.g., naming rights for the building's garden, conference rooms, and other specific spaces).

**DISCUSSION:**

Understanding the importance of having the right name for public-facing facilities, SMMC contracted with a consultant, Parker Design, to develop a name. The naming process included a competitive analysis, individual interviews, focus groups, and an online survey to gather insight from patients, staff, community partners, donors, and other key stakeholders. From the feedback, Parker Design developed naming options.

We recommend the name “Fair Oaks Health Center” for the new clinic facility. The name reflects the name of the district in which the facility is located and will be easily recognizable to the members of the community desiring to select that site for their health care. In addition, the majority of the patients who initially will be assigned to this clinic for their primary care currently receive services from the existing Fair Oaks Clinic and Fair Oaks Children’s Clinic. Accordingly, keeping a similar name will reduce confusion for these patients.

Additionally, we request that your Board adopt SMCHF’s naming rights structure outlined in the pamphlet and materials for the naming of portions of the new facility, including some of the constituent clinics. However, pursuant to the SMCHF’s naming policies and consistent with Chapter 2.52 of the San Mateo Ordinance Code (which addresses naming of County facilities), any proposed names at or above the \$100,000 level will be submitted as recommendations to your Board for final approval.

The Resolution has been reviewed and approved by County Counsel as to form.

Approval of the name for the Fair Oaks Health Center contributes to the Shared Vision 2025 outcome of a Healthy Community by clearly and succinctly identifying the new health facility, thus supporting the Health System’s ability to attract and retain patients.

**FISCAL IMPACT:**

There is no fiscal impact.