

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

667



SUBMITTAL DATE:
May 21, 2014

FROM: Riverside County Regional Medical Center (RCRMC)

SUBJECT: Purchase of Billboard Advertising Space [All Districts; \$49,360]; Hospital Enterprise Funds.

RECOMMENDED MOTION: That the Board of Supervisors:

1. Authorize the County Purchasing Agent to approve the agreement with Lamar Outdoor Advertising without seeking competitive bids, exempt in accordance with Ordinance No. 459.4;
2. Authorize the County Purchasing Agent, in accordance with Ordinance No. 459.4 to rent two (2) Billboard Panels, #70462 and #33482 for 26 weeks, while staying within the approved aggregate amount of \$49,360 based on the availability of funding through December 9, 2014.

BACKGROUND:

Summary

RCRMC was acknowledged as being one of the Nation's Top Stroke Care Providers. The billboards will let residents and visitors know that they can go to RCRMC for life-saving stroke interventions. The Hospital will be recognized in the 2014 Edition of US News and World Report and would like to begin marketing itself by advertising their prestige status to the public as a specialized stroke care provider to Riverside County residents and visiting guests.

Lowell Johnson
Mr. Lowell Johnson, Interim CEO

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$ 7,000	\$ 42,360	\$ 49,360	\$	Consent <input type="checkbox"/> Policy <input checked="" type="checkbox"/>
NET COUNTY COST	\$	\$	\$	\$	

SOURCE OF FUNDS: Hospital Enterprise Funds	Budget Adjustment: No
	For Fiscal Year: FY13/14

C.E.O. RECOMMENDATION:

APPROVE

BY: *Debra Cournoyer*
Debra Cournoyer

County Executive Office Signature

MINUTES OF THE BOARD OF SUPERVISORS

Departmental Concurrence

Purchasing: *Mark Seiler*
Mark Seiler, Assistant Director

- A-30
- Positions Added
- 4/5 Vote
- Change Order

Prev. Agn. Ref.:

District: *All*

Agenda Number:

3-71

DATE: May 21, 2014

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Impact on Residents and Businesses

The boards will inform the public that RCRMC is a certified stroke center that renders the highest quality of intervention and care for victims of stroke. The billboard rental space will increase public awareness of this outstanding achievement and may ultimately increase patient volume and revenues.

Contract History and Price Reasonableness

This is a one-time rental for 26 weeks from June 2, 2014 – December 9, 2014. Lamar Outdoor Advertising is the only outdoor billboard vendor in the Inland Empire who can provide these services in Moreno Valley, San Jacinto Valley, Beaumont and Banning areas which are the targeted areas for this advertisement.

Date: May 13, 2014
From: Lowell Johnson, Interim CEO Department/Agency: RCRMC
To: Board of Supervisors/Purchasing Agent
Via: Purchasing Agent
Subject: Sole Source Procurement; Request for Billboard Advertising

The below information is provided in support of my Department requesting approval for a sole source. Outside of a duly declared emergency, the time to develop a statement of work or specifications is not in itself justification for sole source.

1. **Supply/Service being requested:** Billboard Advertising
2. **Supplier being requested:** Lamar Outdoor Advertising
3. **Alternative suppliers that can or might be able to provide supply/service:** None. Lamar Outdoor Advertising is the only outdoor vendor who can provide these services in Moreno Valley, California.
4. **Extent of market search conducted:** Internet/Market Research; Personal Contact with Janet Underdown, Lamar Advertising (Ph 909-799-1010, ext 107)
5. **Unique features of the supply/service being requested from this supplier, which no alternative supplier can provide:** Lamar Outdoor Advertising currently owns all of the billboards which exist in the desired market areas. These billboards would be highly visible to commuters coming from the Beaumont/Banning areas and San Jacinto Valley off Gilman Springs Road.
6. **Reasons why my department requires these unique features and what benefit will accrue to the county:**
 - a. RCRMC was recognized as being one of the Nation's Top Stroke Care Providers.
 - b. RCRMC will be recognized in the 2014 Edition of US News and World Report.
 - c. RCRMC would like to begin to market itself by beginning to advertise this prestige status as a stroke care providers to Riverside County Residents and visiting guests.
 - d. Improve public perception concerning quality of care being provided and to ultimately increase patient volume and revenues.
7. **Price Reasonableness including purchase price and any ongoing maintenance or ancillary costs from the supplier:**
 - a. Two (2) Billboard Panels #70462 and 33482 for 26 weeks (6.5 billing cycles) \$45,500.00
 - b. Vinyl production fee (one time charge) \$3,860.00
 - c. Total Cost \$49,360.00
8. **Does moving forward on this product or service further obligate the county to future similar contractual arrangements or any ongoing costs affiliated with this sole source? (Maintenance, support, or upgrades, if so, please explain).** No.
9. **Period of Performance:** June 2, 2014 thru December 9, 2014


Department Head Signature

13 May 2014
Date

Purchasing Department Comments:

Approve

Approve with Condition/s

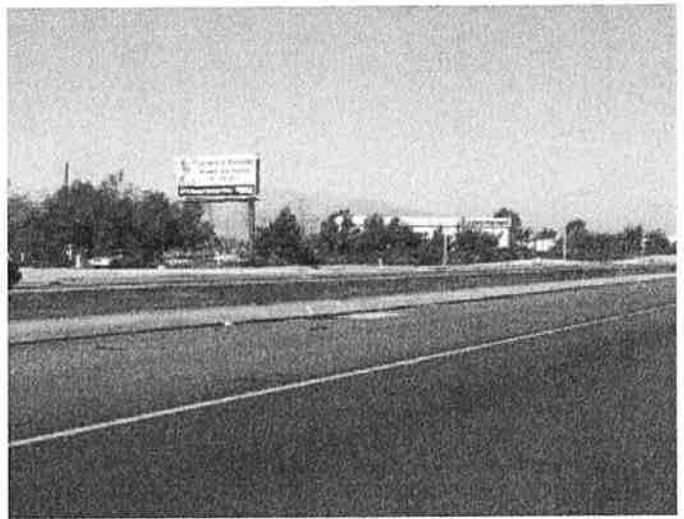
Disapprove

Not to exceed: \$ 49,360 One time Annual Amount through 12-31-14


Purchasing Agent

5-21-14
Date

14-525
Approval Number
(Reference on Purchasing Documents)



Location # 1



Market: RIVERSIDE COUNTY
Panel: 70462
TAB Unique ID: 463053
Location: I-215 WL .6M S/O US 60, MORENO VALLEY
Lat/Long: 33.9341/-117.2904
Media/Style: Permanent Bulletin/Regular
***Weekly Impressions:** 279296
Copy Size: 14' 0" x 32' 0" [Spec Sheet](#)
Vinyl Size: 15' 0" x 33' 0"
Facing/Read: South/Left
Illuminated: YES
Rate: \$3,500.00
Current Advertiser: GEICO
Miscellaneous: Available starting 5/26. One time vinyl production fee of \$1120

*Impression values based on: 18+



San Bernardino, CA

800-729-9119

Physical Address: 24541 Redlands Boulevard, Loma Linda, CA 92354
 Mailing Address: 24541 Redlands Boulevard, Loma Linda, CA 92354



Location # 2



Market: RIVERSIDE COUNTY
Panel: 33482

TAB Unique ID: 462833
Location: HWY 60 SL @ HEACOCK ST, MORENO VALLEY

Lat/Long: 33.9406/-117.2448
Media/Style: Junior Bulletin/Regular
***Weekly Impressions:** 297191
Copy Size: 10' 0" x 30' 0" Spec Sheet
Vinyl Size: 11' 0" x 31' 0"
Facing/Read: West/Right
Illuminated: YES
Rate: \$3,500.00
Current Advertiser: SIZZLER
Miscellaneous: Available starting 6/9. One time vinyl production fee of \$750.

*Impression values based on: 18+



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