

**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

Departmental Concurrence

Purchasing: *Mark Seiler*  
Mark Seiler, Assistant Director

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	\$	\$	\$	\$	
<b>SOURCE OF FUNDS:</b> Hospital Enterprise Funds				<b>Budget Adjustment:</b> No	
				<b>For Fiscal Year:</b> FY13/14	

**C.E.O. RECOMMENDATION:**

**APPROVE**

BY: *Debra Cournoyer*  
Debra Cournoyer

County Executive Office Signature

**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Benoit, seconded by Supervisor Ashley and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Stone, Benoit and Ashley  
Nays: None  
Absent: Tavaglione  
Disqualify: Jeffries  
Date: June 3, 2014  
xc: RCRMC, Purchasing

Kecia Harper-Ihem  
Clerk of the Board

By: *Kecia Harper-Ihem*  
Deputy

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

Prev. Agn. Ref.:

District: All

Agenda Number:

**3-71**

**SUBMITTAL TO THE BOARD OF SUPERVISORS, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA  
FORM 11: Purchase of Billboard Advertising Space [All Districts; \$49,360]; Hospital Enterprise Funds.**

**DATE: May 21, 2014**

**PAGE: 2 of 2**

**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.

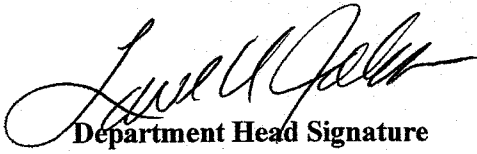
**Contract History and Price Reasonableness**

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 day 2014  
Date

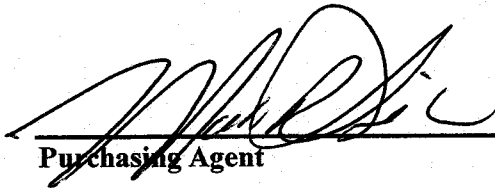
Purchasing Department Comments:

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+



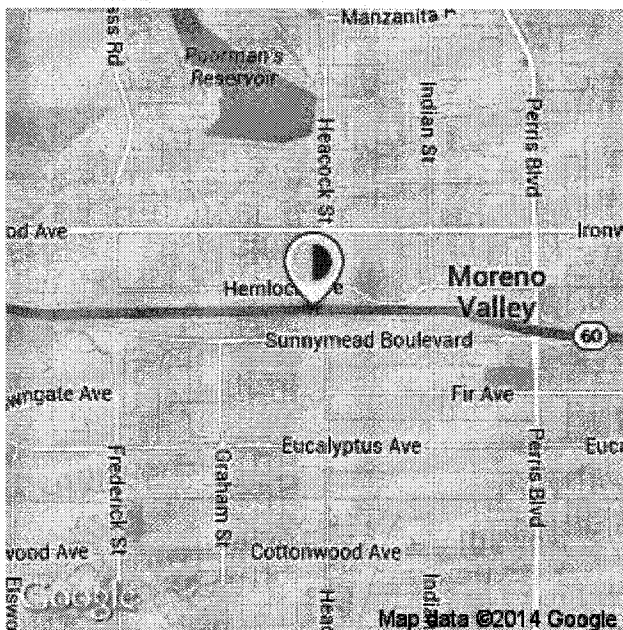
San Bernardino, CA

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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