

ALAMEDA COUNTY BOARD OF SUPERVISORS MINUTE ORDER

The following action was taken by the Alameda County Board of Supervisors on 05/24/2022

Approved as Recommended ☒

Other ☐

Unanimous ☐ Brown: ☐ Haubert: ☐ Miley: ☐ Valle: ☒ Carson: ☐ - ☒

Vote Key: N=No; A=Abstain; X=Excused

Documents accompanying this matter:

Contract: C-23848

Documents to be signed by Agency/Purchasing Agent:

File No. 30843
Item No. 9

Copies sent to:

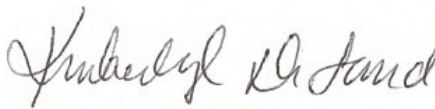
Elif Lostuvali, QIC 42501
Auditor-Controller, QIC 20111

Special Notes:



I certify that the foregoing is a correct copy of a Minute Order adopted by the Board of Supervisors, Alameda County, State of California.

ATTEST:
Clerk of the Board
Board of Supervisors

By: 
Deputy

ALAMEDA COUNTY
HEALTH CARE SERVICES

AGENCY
COLLEEN CHAWLA, Director



AGENDA _____ May 24, 2022

OFFICE OF THE AGENCY DIRECTOR

1000 San Leandro Boulevard, Suite 300
San Leandro, CA 94577
TEL (510) 618-3452
FAX (510) 351-1367

May 9, 2022

The Honorable Board of Supervisors
County of Alameda
1221 Oak Street
Oakland, California 94612

SUBJECT: APPROVE A STANDARD SERVICES AGREEMENT WITH BROWNEINC TO PROVIDE BRAND REDESIGN SERVICES

Dear Board Members:

RECOMMENDATION:

Approve a Standard Services Agreement (Procurement Contract No: 23848) with BrowneInc (Principal: Patrick Browne; Location: Larkspur, CA) to provide brand redesign services, for the term 6/1/22 to 6/30/23, for the total not-to-exceed amount of \$300,000

DISCUSSION/SUMMARY:

Alameda County Health Care Services Agency (HCSA) is responsible for a broad range of services and programs that promote the health and wellbeing of Alameda County residents. HCSA is the local health jurisdiction (LHJ) for the County, holding responsibility for various state and federal health mandates. HCSA serves as the lead for Alameda County's response to the COVID-19 pandemic, including authority for issuing orders from the County Health Officer and developing plans for future recovery and response as COVID-19 evolves to an endemic disease. As one of its central tenants, the Agency centers equity in its work and is committed to reducing health disparities and improving outcomes for under-resourced communities. Lessons learned throughout the pandemic demonstrated the need for a cohesive and strong community brand identity as integral to establishing HCSA as a trusted and known resource for critical health services and programs.

HCSA is embarking on the Brand Redesign Project to integrate and align major brands within HCSA, allowing it to communicate effectively with the communities served and improve health emergency response. The Project will include a process to gather feedback from staff and external stakeholders on HCSA identity and brand recognition and public perception; the development of a brand identity alignment strategy to integrate individual identities across HCSA programs, units and divisions; and branding platform guidelines that embrace HCSA's character, personality, and tone to provide a common voice for the public; and strategy to help integrate HCSA under the County of Alameda through multiple communications channels including the public website.

HCSA requests your Board to approve Standard Services Agreement with Browne Inc to provide brand redesign services for the term 4/1/22 to 6/30/23, for the total not-to-exceed amount of \$300,000. Your Board's approval of this agreement will enable HCSA to:

- Align program, unit, division, and departmental identities while retaining programmatic autonomy;

- Simplify the message of being a large and complex integrated system of services that offers several continuums of care for multiple populations;
- Uplift HCSA's progressive values and cutting-edge programs that serve its most vulnerable populations in ways that builds trust with and reflect the communities served;
- Message to multiple audiences, including a culturally, ethnically, socio-economically diverse target audience of county residents and other audiences, such as health care providers, community partners, local government partners, county and hospital boards, and state and federal agencies; and
- Develop website redesign strategy and plan a timeline for County's implementation.

SELECTION CRITERIA/PROCESS:

On February 4, 2022, HCSA released the RFP No. HCSA-900322V2, entitled "Brand Re-Design Services to Improve Health Emergency Response and Service Delivery," which was posted on GSA's Contracting Opportunities website and sent to subscribers of GSA's Professional Services – Current Contracting Opportunities and more than 4,200 providers, program partners and contacts. Additionally, the opportunity was shared with various County Departments involved with communications for distribution to their own networks of providers. On the Bid due date of March 7, 2022, 6 bid responses were received. CSC evaluated and scored bid responses according to criteria included in the RFP. Of the 6 bid responses, the 3 highest ranked bidders were invited for interviews. The CSC determined that awarded bidder met the full scope of requirements stated in the RFP and demonstrated a good understanding of the County's need to develop a strong and cohesive brand identity that represents the diversity of the services offered as well as the communities HCSA serves. Since Federal funding is being used for these contracts, the Auditor-Controller Agency, The Office of Contract Compliance and Reporting approved the waiver of Small, Local and Emerging Business (SLEB) program requirements on May 6, 2022 (Federal Grant SLEB Waiver No. #F 2024-A).

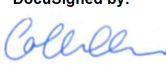
FINANCING

Funding for the recommendations (\$300,000) comes from the American Rescue Plan Act (ARPA) special revenue fund, which was accepted by your Board on December 21, 2021 (Item No. 34), and is included in the FY 21-22 Adjusted Budget. The funds are being used for the provision of health emergency response communications. Approval of these recommendations will have no impact on net County cost.

VISION 2026 GOAL

Building a cohesive and strong brand identity for HCSA as a trusted and known resource for information will support increased equitable access to services and improve health emergency response. Brand redesign services meets the 10X goal pathway of **Healthcare for All** in support of our shared visions of a **Thriving & Resilient Population**, **Safe & Livable Communities** and **Healthy Environment**.

Sincerely,

DocuSigned by:

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Colleen Chawla, Director
Health Care Services Agency