

SUMMARY OF CONTRACT REQUEST TO THE HEALTH COMMISSION

Contractor	<u>Daylight Design</u>	Division/Section	<u>SFHN</u>
Address	<u>375 Alabama ST, Suite 380</u>	Deputy Director	<u>Roland Pickens</u> <i>RP</i>
	<u>San Francisco, CA</u>	DPH Administrator	<u>Rachael Kagan</u> <i>RK</i>
Contact	<u>Brett Newman</u>	Program Administrator	<u>Rachael Kagan</u> Phone <u>554-2507</u>
	<u>Partner, Project Director</u>	Contract Analyst	<u>Philip Mach</u> Phone <u>554-2694</u>

Request for approval of a new contract with Daylight Designs, in the amount of \$190,400 for services to design and support the San Francisco Health Network (SFHN) branding efforts for the period October 1, 2016 through June 30, 2018 (21 months).

Profit
 Non-Profit
 LBE
 RFP – Number: 11-2016 Date: 7/15/16
 New
 Renewal
 Mod
 GPO

Number of years DPH has been doing business with this organization: 0

<u>CONTRACT INFORMATION:</u>	<u>Prior Transaction</u> (new)	<u>Proposed Transaction</u> 10/1/2016 – 6/30/2018	<u>Annualized Difference*</u>
Funding Sources:			
General Fund	\$0	\$170,000	\$170,000
TOTAL DPH REVENUES	\$0	\$170,000	\$170,000
12% Contingency Amount	\$0	\$20,400	\$20,400
CONTRACT TOTAL	\$0	\$190,400	\$190,400
<i>ANNUAL AMOUNT OF CONTRACT* (estimate)</i>	\$0	\$108,800	\$108,800
Agency Funds	\$0	-\$0-	-\$0-
Contract FTE		N/A	N/A

<u>PROPOSED:</u> Mode(s) of Service & Unit of Service Definition	<u>No. Of Clients</u> Duplicated Unduplicated	<u>Number Of Units</u>	<u>Unit Cost</u>
For task based deliverables, UOS=1 completed task			
For as-needed/optional, UOS= 1 hour or work	N/A	Hours	
Task 1: Project Initiation		1	\$37,500
Task 2: Primary and Secondary Research		1	\$37,500
Tasks 3-4:		2	\$18,750
• Task 3: Synthesis and brand strategy development			
• Task 4: Initial brand identity concept development			
Task 5-7:		3	\$12,500
• Task 5: Final brand identity concept refinement			
• Task 6: Project Administration			
• Task 7: Creation of Final Materials, Training			
As-needed: Branding Strategy Enhancement		66	\$150
Optional: Roll out and Implementation		66	\$150

Explanation of Service:

This is a new service.

Monitoring Report/Program Review & Follow-Up:

The contract services will be monitored by the Department as required.

The SFDPH Program Administrator will be responsible for assessing and tracking all information related to the accomplishment of the project.

Nondiscrimination and Cultural Competency:

The Department will work closely with the contractor to ensure that their cultural competency plan is current and in compliance with Departmental procedures.

Other Significant Issues:

Daylight Design is a consulting agency that will assist the San Francisco Health Network design branding efforts. The company will facilitate meetings and working sessions to review the current branding strategy for SFHN, ZSFG, LHH, and primary care. Daylight Design will provide market research and conduct interviews and focus groups to develop and branding strategy and story. In addition to this, they will be providing a redesign of the SFHN logo.

On an as-needed basis, Daylight Design will also provide consultation to DPH for branding strategy and enhancement. DPH will have the option to exercise services to launch and implement new branding strategy to diverse audiences.

Daylight is a human centered design consultancy that works across the domains of user research and strategy, brand experience and social impact. Incorporated as an S Corp in California and registered in San Francisco in 2007, Daylight changed its corporate structure to an LLC in 2016 to enable a new partner ownership structure.

Daylight Design is a certified Local Business Enterprise in San Francisco. There is a mandatory 23% LBE subcontracting goal for this contract and Daylight Design will be partnering with Alka Joshi Marketing to achieve this goal.

Listing of Board of Directors, Owners of 10% or More of the Firm, and Executive Director:

Daylight Design LLC is owned and operated by Sven Newman, Brett Newman and Daniel Kim. Each owns an equal percentage share of 33.33%. Sven, Brett and Daniel are all managers of Daylight Design LLC.

Recommendations:

The Department recommends approval of this contract.