

Bartlett Regional Hospital

AGENDA

PLANNING COMMITTEE MEETING

Friday, September 3, 2021 – 12:00 p.m.

Bartlett Regional Hospital Zoom Video Conference

Public may follow the meeting via the following link <https://bartlethospital.zoom.us/j/94747501805>
or call 1-253-215-8782 and enter webinar ID 947 4750 1805

- I. CALL TO ORDER
- II. APPROVAL OF AGENDA
- III. PUBLIC COMMENT
- IV. APPROVAL OF THE MINUTES
 - [September 3, 2021 Draft Planning Committee Meeting Minutes](#) (Pg.2)
- V. NEW BUSINESS
 - Marketing Strategies
 - 1. [SBAR – BRH Logo Refresh, Marketing Plan and Website](#) (Pg.4)
 - 2. [Draft RFP for BRH Marketing Refresh](#) (Pg.6)
- VI. OLD BUSINESS
 - 1. COVID status
 - 2. [Master Facility Plan and Timeline](#) (Pg.)
 - 3. [Current Projects Update](#) (Pg.)
 - [RRC Exterior Field Report](#) (Pg.)
 - 4. BOPS/Crisis Stabilization Project
 - a) [Behavioral Health Facility Plans](#) (Pg.)
 - b) [Behavioral Health Facility Field Report](#) (Pg.)
 - c) Groundbreaking Ceremony Update
- VII. COMMENTS
- VIII. NEXT MEETING – 12:00pm, Friday, December 3, 2021
- IX. ADJOURN

Bartlett Regional Hospital

3260 Hospital Drive, Juneau, Alaska 99801 907.796.8900 www.bartletthospital.org

Planning Committee Meeting Minutes
September 3, 2021 – 12:00 p.m.
Bartlett Regional Hospital Zoom Videoconference

Called to order at 12:01 p.m., by Planning Committee Chair, Lance Stevens.

Planning Committee* and Board Members: Lance Stevens*, Hal Geiger*, Iola Young*, Rosemary Hagevig, Kenny Solomon-Gross, Brenda Knapp, Deb Johnston and Mark Johnson

Also Present: Rose Lawhorne, Kevin Benson, Bradley Grigg, Dallas Hargrave, Kim McDowell, Vlad Toca, Marc Walker, Anita Moffitt, Katie Koester (CBJ), Jeanne Rynne (CBJ) and Jeremy Hsieh (KTOO)

PUBLIC PARTICIPATION – None

APPROVAL OF THE MINUTES – *Ms. Young made a MOTION to approve the minutes from the July 2, 2021 Planning Committee meeting. Mr. Geiger seconded. There being no objections, minutes approved.*

COVID STATUS – Ms. Lawhorne reported that we had opened and now closed the COVID wing. We have 5 COVID positive patients in house. The molecular lab is running 300-350 tests per day and we are looking at ways to streamline the processes involved. We have adequate amounts of testing supplies but are experiencing staffing issues. We are working with statewide and community agencies in Juneau to remedy staffing issues. In response to Ms. Young's questions, Ms. Lawhorne reported that we have had requests from outlying communities to transfer patients to BRH however these patients did not meet admission criteria. They were given monoclonal antibodies in their own community and started getting better. BRH experienced issues transferring two deteriorating COVID positive patients to other facilities in the past week but were able to do so after some delay.

Mr. Solomon-Gross asked for an update on the supply chain and how many times tests are run each day. Ms. Lawhorne reported that we have been running tests twice daily (11:00am and 5:00pm), we're trying to establish staffing to consistently keep up with the demands of the machine and she is not aware of any issues getting supplies for the lab. We have ample PPE supplies. We have received additional PAPRs for use as an alternative to using N95s and have received more HEPA filters for use throughout the hospital. We have enough ventilators and can ramp up oxygen levels as needed. Mr. Toca confirmed we are well stocked in supplies and reported that the state has been helpful in making sure we have enough available. We had a positive business review call with Cardinal Health who told us we are well equipped for our PPE needs. Although there's a national shortage on exam gloves, we are well stocked and the state has some in store. We have ample testing supplies. The lab is using overtime until staffing improves and staff is feeling a little bit overwhelmed with all of the work.

In response to Ms. Young, Ms. Lawhorne reported that she and Mr. Hargrave have created a draft employee vaccination policy that will be put in place within the next week or so. A timeline for a staged rollout of the vaccination needs to be identified. We need to make sure multiple people in the same department don't get the vaccines at the same time due to possible side effects.

MASTER FACILITY PLAN UPDATE – Mr. Benson reported not much has changed on the project priority plan. We were not successful in purchasing the BSSC building listed as item B7 but have left it listed as a place holder in the event there is another property purchase. The ED ventilation system upgrade costs have increased from \$5 million to \$7 million. Due to the high cost estimate, this has now been included in the ED renovation project. Future projects remain unchanged at this point. Ms. Young identified discrepancies in the reports provided and requests more consistency in the updates.

In response to Ms. Knapp, Mr. Benson reported that BRH used CARES Act funds for lost revenue as well as COVID related projects, including ventilation, HEPA filters, triage building, molecular lab and other ongoing COVID related expenses such as screeners, PPE etc.

CURRENT PROJECTS UPDATE – Mr. Benson reported the project listing in the packet is up to date. Mr. Stevens noted we did interim panels for surge protection. It appears that the power conditioning project is moving farther and farther out for completion and is wondering why. Mr. Walker reported that term contractors were used for the interim work. The next phase is more complex requiring an RFP to be issued for the engineering side of this project and its very time consuming. Mr. Walker confirmed for Ms. Hagevig that the layer of protection we have already put into place with the panels will protect us through power outages this winter and has already done so several times since installation.

BOPS / CRISIS STABILIZATION PROJECT UPDATE – Mr. Grigg reported that we are continuing with laying rock and ground preparation. We should see foundation work take place in the next few weeks and the shell of a facility go up in November or December. Ms. Rynne reported that formwork for the footings should start in the next couple of weeks. Dawson is doing a good job at staying ahead of getting the materials here on time with all of the supply chain challenges. She noted it is working in our favor that we have switched from wood to steel. Mr. Grigg reported that 11:00am on Friday, October 8th has been designated for a brief groundbreaking ceremony. RSVPs should go out in the next couple of weeks to the Board, BRH and City Leadership and funders of the project. He is working with event planners to provide tents for socially distant covered seating. This event will be streamed for people unable to attend in person.

Future Agenda Items - None

Comments - None

EXECUTIVE SESSION - MOTION by Mr. Geiger, to recess into executive session to discuss information presented that the immediate knowledge of which would clearly have an adverse effect upon the finances of BRH; that being a discussion about campus planning. Ms. Young seconded. Committee entered executive session at 12:29 pm and returned to regular session at 12:33 pm.

Next meeting: 12:00pm, Friday – October 1st (Ms. Young will be unable to attend)

Adjourned – 12:34 pm.

SBAR – Bartlett Logo Refresh, Marketing plan, and Website

Situation

Bartlett Regional Hospital (BRH) needs a more aggressive marketing approach to attract new patients, highlight unique services it offers, and announce new services or technology to our community. The success of creating awareness of services provided at BRH to our community will encourage patients to stay at home and receive care in Juneau.

A complete marketing refresh is needed to have a competitive advantage in the marketplace to accomplish this goal.

Receiving feedback from several stakeholders (such as directors, managers, and other senior leadership), the current logo, photos, videos, and color scheme are outdated. Additionally, the website and marketing templates are over a decade old.

BRH doesn't have a Marketing Department or a clearly defined strategy. For this reason, an RFP is required for this multi-step project to work with a marketing company that can help execute more effectively and reduce waste of time of resources at BRH.

Background

BRH Brand - BRH's current logo, photos, videos, and color scheme are dated, along with a need for a unique brand motto and graphic.

BRH Website - The website has not been updated in over a decade.

It is inadequately laid out, poorly maintained. The website needs a true responsive approach that adapts to the device while ensuring a smooth experience. There is no artificial intelligence (AI) predictive features, chatbots, or easy contact options.

Historically, the department pages within our site have been updated by various department personnel with varying skills. After reviewing the different styles, we realized a centralized method to help facilitate our marketing etiquette is needed.

BRH Marketing - External marketing is limited and unsuccessful regarding bringing in new patients, highlighting new services and technological advances at BRH. The social media presence did not have a direction until the past two months. The above has uncovered the need for marketing campaigns and specific media purchasing material to scale our business efforts.

Assessment

Updating the current website without first selecting a new BRH logo/color scheme will just require more work if done later.

All three issues required the same Go-Live and implementation for an effective marketing initiative.

A new set of external marketing items (local ads, banner advertisements, radio, video) also hinges on an updated look/feel for BRH.

Recommendation

BRH should immediately begin completing the three necessary pieces to this successful refresh and marketing campaign. Ideally, one vendor should complete all three steps to maximize speed and continuity. However, Step 2 can be done by either a new vendor or the current WebHost as described below:

1. Engage a vendor to perform a refresh of the logo, color scheme, brand motto and templates. The estimated cost is **\$70-105k**.
2. Complete rebuild of the BRH website using one of the two options:
 - i. New vendor - Create a new ground-up website modeled on best practices for a responsive website, including patient/internal logins, chatbot, and AI search functionality. The estimated cost is **\$60-100k**.
 - ii. Current website host re-works old website. Work with the present vendor to complete a ground-up rebuild using the new branding. Our current vendor does NOT have chatbot or auto links to all social media. The estimated cost is **\$43k**.
3. Develop marketing (local/regional ads, banner advertisements, radio, video) utilizing the new BRH logo/schema. The estimated cost is **\$50k** but varies widely based on the types of advertising chosen.



Finance Department, Purchasing Division

Mailing Address: 155 South Seward Street, Juneau, AK 99801
Physical Address: 105 Municipal Way, Room 300, Juneau AK
Email: Purchasing@juneau.org E-Submission: [Public Purchase](#)
Phone: (907) 586-5215 X 4 // Fax: (907) 586-4561

RFP No. 22-165
Bartlett Regional Hospital Marketing Refresh

Issued By: Shelly Klawonn, Senior Buyer

Issue Date: xx/xx/2X

Pre-Proposal Meeting: A non-mandatory pre-proposal meeting will be held **DATE** at **XX a.m.** via teleconference. To attend, call 907-713-2140 Participation ID Code 258358. Vendors interested in submitting proposals should email CBJ Purchasing at purchasing@juneau.org a minimum of twenty-four (24) hours prior to the scheduled meeting to provide notice of participation and submit any questions.

Contact & Questions: CBJ Purchasing Division of Finance is the sole point of contact for all matters pertaining to this solicitation. No oral interpretations will be made. Submit any interpretation requests in writing, noting issuing buyer, solicitation number and title, via email to purchasing@juneau.org or the Public Purchase "Ask Questions" link or Fax to (907) 586-4561. Request must be received a minimum of seven (7) business days prior to the solicitation deadline.

Deadline for Proposals: XX, prior to 2:00 p.m., AK Time

Submission Instructions: Timely responses are accepted via Electronic Submission* at Public Purchase www.publicpurchase.com the CBJ's eProcurement Provider. Upload submittals in PDF format. **Late responses will not be accepted.**

To Respond, Vendors must complete the free, easy, and quick online registration.

- *Registration is a two-step process; be sure to complete both steps.*
- *Get help registering using the [Public Purchase Help Menu Tab](#).*
- *Register early to avoid missing a deadline as Registration may take up to 24-hours to complete.*

FOR YOUR RESPONSE TO BE CONSIDERED:

Vendors must acknowledge or upload the following required documents.

1. Online acknowledgement of the Terms & Conditions (ATTACHMENT A).
2. Online acknowledgement of the Insurance Requirements (ATTACHMENT B).
3. Online acknowledgement of Bartlett Regional Hospital standard contract sample (ATTACHMENT C)

Vendors are provided the opportunity to acknowledge, acknowledge with exceptions, or not accept the required documents.

GENERAL INFORMATION

1. **About Juneau.** Located in the panhandle of southeastern Alaska, the City and Borough of Juneau (CBJ or City) consists of 3,250 square miles and is only accessible by air or sea. Juneau is Alaska's capital and has a population of approximately 31,000 people. Juneau is a temperate rain forest and receives around 92 inches of annual precipitation. For more information on Juneau, visit CBJ's Website at: <https://juneau.org/manager/visitor-information>
2. **Purpose & Intent.** The City and Borough of Juneau (City or CBJ) Bartlett Regional Hospital (BRH) seeks proposals from qualified firms to complete a refresh of the BRH marketing. It is the intent of BRH to enter into a contract with this successful Proposer to complete a refresh of the Bartlett Regional Hospital brand, including a new website and a marketing campaign.
3. **Contract Term.** The initial contract period will be from Date of Award through June 30, 2022. Any extensions to the contract period will be by mutual written agreement.
4. **Contract Administration & Compliance.** In an effort to maintain the expected level of services and ensure that the Contractor is fulfilling all duties and reporting requirements, BRH will assign Amanda Black, Director of Marketing & Strategy, Bartlett Regional Hospital or other designee as Contract Administrator for this project.
5. **Review of General Terms & Conditions, Insurance & Contract.** Attached to this RFP are documents required for this project (ATTACHMENTS A, B & C). Vendors should carefully review all these attachments. Awarded Vendor is expected to comply with these requirements.
6. **HIPAA Business Associate Agreement.** TBD by Purchasing & BRH if necessary. The City has designated certain health care components as covered by the Health Insurance Portability and Accountability Act (HIPAA) of 1996. The successful vendor will be designated a business associate of those agencies identified as health care components of the City, upon award of contract. The successful vendor will be required to execute the BRH's Business Associate Agreement (ATTACHMENT C) and must adhere to all relevant federal, state and local confidentiality and privacy laws, regulations, and contractual provisions of that agreement.
7. **Negotiations & Award.** Following the posting of evaluations and scoring, the successful Proposer may be invited to enter into contract negotiations with BRH. If held, negotiations will be within the scope of the RFP and limited to those items, which would not have an effect on the ranking of proposals. If an agreement cannot be reached during the negotiation process, the CBJ/BRH will notify the Proposer and terminate the negotiations. Negotiations may then be conducted with the next Proposer in the order of its respective ranking. Upon conclusion of successful negotiations and compliance with any pre-award obligations, award will be made in the form of a contract. After contract execution, BRH will issue a purchase order to the Vendor that will serve as the notice to proceed.
8. **Payments & Invoicing.** An 'Initial' payment structure based on negotiated prices will be in effect from date of award through June 30, 2022. All following contract payments will be made based on the negotiated contract and will continue to coincide with the CBJ's fiscal year (July 1 through June 30). Payments will be initiated upon receipt of approved invoices and completed required reports. Upon award, the Vendor and BRH will negotiate a mutually agreeable timeframe for submission of invoices to ensure timely payments.

PROJECT INFORMATION

9. **Project Background & Objectives.** BRH's current logo, brand style guide and website need to be updated. BRH's market positioning is poor and needs improvement. Strategic promotion of BRH's many unique services is not well developed. Social media presence is minimal on Facebook and Instagram. The Business Suite on Facebook is not currently utilized. Online ads are not currently utilized.

Bartlett Regional Hospital (BRH) will work with the awarded Proposer to refresh their current brand. BRH is looking to revamp their market presence utilizing a new logo and a new website that is user friendly. The awarded Proposer will also provide a strategic development marketing plan to include but not be limited to print, radio and television advertisements, direct mail outreach, digital banners, canvas and carousel ads, etc..

10. **Scope of Work.** BRH's Marketing & Strategy Department will require the awarded Proposer to provide the following services in the performance of this contract and in achieving CBJ/BRH's project objectives:

a. Discovery:

- 1) Facilitate kick-off meeting.
- 2) External competitive research and review BRH provided documents.
- 3) Discussion on brand style guide development.
- 4) Compose and conduct Stakeholders' interviews (10 interviews with documentation).
- 5) Presentation of discovery analysis and key findings to designated BRH personnel.

b. Brand platform development:

- 1) Review of competitive information and how it may apply to BRH.
- 2) Brand messaging platform to include why/how/what model.
- 3) Written manifesto/plan of action.
- 4) Presentation to designated BRH personnel of why/how/what or Objective Goal Strategy Measures (OGSM) model(s).

c. Strategy development and Implementation:

- 1) Development of holistic message strategy and implementation.
- 2) Development of internal activation strategy and implementation.
- 3) Planning for tactical execution.

d. Creative strategy/conceptual Development & logo design:

- 1) Conceptual Development of Brand Promise Campaign.
- 2) Presentation of brand promise creative campaign to designated BRH personnel.
- 3) Conceptual development of the priority service line campaigns.
- 4) Logo development.
- 5) Brand style guide and book.
- 6) Communication templates in a mutually agreed upon format (Word/PDF, email, etc.).
- 1) Campaign toolkit (marketing proofs and templates, examples of any banners, ads, physical items, etc.).
- 7) Presentation of the logo and brand style guide/book to BRH Board of Directors .

e. Creative campaign design and tactical execution:

- 2) Draft and finalize all copy.
- 3) Coordinate a photo and/or video shoot with designated BRH personnel.

- 4) Coordinate collection of images and video as needed. Purchase of images and/or video will be determined by designated BRH personnel.
- 5) Creative design production deliverables such as; direct mail, print, radio, television, carousel and canvas advertisements, digital banners etc. Mutually agreed upon core deliverables will be negotiated with the awarded vendor.
- 6) Implementation and tactical execution detailed timeline.
- 7) Campaign toolkit (marketing proofs and templates, examples of any banners, ads, physical items, etc.).

f. Website Rebuild:

- 1) Analyze current site for usability, site map, and traffic analytics.
- 2) Design new website for BRH and its clinics, including Job Aids for users.
- 3) Presentation of website draft, including new map, homepage, and example department page layout to designated BRH personnel.
- 4) Train designated BRH personnel as users (2 hours x 4 sessions).
- 5) Go-Live of new website with backup.

g. Website Account Services Support: Will be required at the following intervals throughout the term of the contract.

- 1) Monthly and after any patches are released:
 - Review website KPIs, SEO and analytics reports
 - Security updates and bug fixes
- 2) Quarterly and after any updates:
 - Test website forms and checkout processes
- 3) Annually and after any updates;
 - Thoroughly review and test website
 - Renew the domain names
 - Check backups
 - Test browser compatibility
 - Update dates and copyright notices
 - Review and update contact information
 - Review and update legal disclaimers

h. Media Planning and Buying:

- 1) Coordinate roundtable discussion regarding Media usage, distribution and schedules.
- 2) Negotiate contracts with various media outlets for advertising details such as size, frequency, scheduling and placement.

11. Reporting & Analytics Requirements. The following reporting requirements will be required in the performance of this contract and in achieving the CBJ/BRH's project objectives:

- a. Provide monthly usage reports on all media placed, as available.
- b. Provide website traffic analysis every thirty (30) days until contract expiration

12. Information Provided By The CBJ/BRH. The vendor will work with BRH's Director of Marketing & Strategy and be provided access to current websites and data during the project.

13. Deliverables & Deadlines. After the Notice to Proceed is issued to the awarded Proposer, the following deliverables and schedules will be required in the performance of this contract and in achieving the CBJ/BRH's project objectives.

- a. **Within thirty (30) days:**
 - 1) Discovery complete and presentation of discovery analysis and key findings
 - 2) Presentation of why/how/what model or OGSM Model to BRH personnel
- b. **Within sixty (60) days:**
 - 1) Draft of the new Logo design
 - 2) Brand Style Guide/book/templates
 - 3) Preliminary website layout/concept
 - 4) Presentation to BRH Board of directors
- c. **Within ninety (90) days:**
 - 1) Campaign Design and Execution Plan for external marketing to include but not be limited to the following:
 - Video concepts
 - Radio ads
 - Social media
 - Direct mail ads
 - Print ads
 - Photo and video library
 - Digital banners
 - Carousels
- d. **Within one-hundred twenty (120) days:**
 - 1) Draft website presented
- e. **Within one-hundred fifty (150) days:**
 - 1) Website rebuild complete.
 - 2) Monthly reporting on all media items placed, upon project completion and acceptance by BRH personnel.
 - 3) Monthly reporting of website traffic and analytics upon project completion and acceptance by BRH personnel.

EVALUATION CRITERIA & PROPOSAL CONTENT

14. **Evaluation Criteria.** To determine the most advantageous proposal for the CBJ/BRH, an evaluation committee will review, evaluate, score and rank proposals in accordance with criteria and categories identified below and as stated in the Proposal Evaluation Form. Clarification of submitted material may be requested during the evaluation process. Interviews by telephone or in-person with top ranked Proposers may be conducted at the discretion of the evaluation committee. If interviews are held, finalists will be notified of any interview requirements.
15. **Submittal, Title Page & Letter of Transmittal.** Proposals are to be prepared in such a way as to provide a concise delineation of the Vendor's capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements or scope of work and on completeness. The clarity of content should be identified by a table of contents that includes page numbers and follows a defined sequence for deliverables as requested in the RFP. **The page limit for this RFP is 25 pages and excludes CV's or resumes, copies of required business or professional licenses, and professional references.**

Include a Transmittal Letter that is less than two pages and includes all the following:

- a. The RFP number and title
- b. Proposer's name (legal name of entity)
- c. Complete mailing address
- d. Telephone number(s) and Fax number(s)

- e. Email address for all parties involved in the project
- f. Web site address (if available)
- g. Briefly describe your understanding of project and summarize qualifications and capabilities to meet RFP requirements. Identify any challenges associated with implementing the work.
- h. Identify person(s) authorized to represent the company during contract negotiations and the term of the contract. Include their title(s) and contact information.
- i. Acknowledge receipt of any addenda issued for this RFP.
- j. Provide notice that you qualify as a “Juneau Proposer”
- k. The transmittal letter must be signed by the person who has authority to bind the company. The name and title of the individual signing the proposal must be clearly shown immediately below the signature.

16. Understanding & Methodology. (Weight 20%) Provide a comprehensive narrative that illustrates your understanding of the purpose of the scope, objectives and requirements of the project, including the project schedule and deliverables. Identify any challenges associated with implementing the work. Describe the methodology you intend to practice and demonstrate how it will serve to accomplish the scope of work. Discuss any operational plan, problem solving approaches, techniques, standards or creative methods to be used for getting the job done. Include the proposed project schedule and time line, identifying all tasks listed in the scope of work.

- a. demonstrate a thorough understanding of the purpose, objectives and scope of work;
- b. identify and address pertinent issues and potential problems related to the project;
- c. demonstrate and provide an understanding of the services and schedule the CBJ/BRH expects;
- d. describe a complete, practical, approach for completing the scope of work and fulfilling the project requirements.

17. Management Plan. (Weight 15%) Points will be awarded based on how well your proposal explains the management plan you intend to follow. The plan must demonstrate how you will serve to accomplish the scope of work and achieve the CBJ/BRH’s objectives. Include the following as part of your narrative:

- a. Organizational chart specific to personnel assigned to accomplish the work, including any sub-consultants. NOTE: Sub-consultants cannot be added after contract award without the prior, written consent of the Purchasing Division;
- b. Individual responsible for decision-making and accountable for the completion of work (project manager), and the extent to which this individual will be available to BRH personnel. Provide his/her level of authority;
- c. Define your accountability system, lines of authority and communication;
- d. Discuss how this project fits into your overall organizational structure and the current work load;
- e. Discuss your management approach to potential contractual disputes;
- f. Ability to provide services within budget.

18. Experience & Qualifications. (Weight 20%) Points will be awarded based on how well your firm provides a comprehensive narrative describing your proposed project team’s specialized experience, capabilities, and unique qualifications for the performance of the work. Include the following:

- a. A list of projects (of similar size, complexity & industry) and previous work experience over the past **five (5) years** that demonstrate your ability to administer and complete this project successfully;

- b. Include a description of the approach to the work including staff supervision and training. Include resumes for each proposer’s professional staff to be assigned work in the project including any sub-consultants. The resumes must describe each individual’s education, specialized training or certification and experience in the area assigned. The proposal must identify the project manager and key personnel assigned to the project. Identify whether project managers will have decision-making authority and their availability to BRH via telephone or email during normal business hours;
- c. References (contact name, current phone number, current email, and project name) for three (3) completed projects listed above; verify that the contacts will be available to provide references during the evaluation period.

19. Price Proposal. (Weight 40%) Provide a total price proposal for compensation you expect to receive for the performance of the contract. Provide hourly labor costs for all members assigned to the project and include estimated project hours for each individual. Include a summary time line, with budgets for costs, by task, for the duration of the contract. Include pricing for any travel expected for the project as a separate line item amount.

Price is determined by the overall value of the services offered. The following formula will be used:

$$\text{Points Awarded} = \frac{(\text{Lowest Price Proposal}) \times (\text{Maximum Points for Price})}{\text{Price of This Proposal}}$$

20. Added Alternate Pricing. CBJ/BRH requests vendors to submit pricing for possible extension of Website Account Services Support as outlined in number 10.g. of this RFP. This is for informational purposes only and will not be evaluated or scored as part of the process for award of this solicitation. Should CBJ/BRH proceed with an extension of these services, it will be mutually agreed upon in writing prior to the end of the initial contract period and conform to CBJ/BRH’s fiscal year, July 1 through June 30. CBJ/BRH does not guarantee award of these services or time frames.

- a. Six (6) months (bi-annual) of extended Website Account Services Support \$_____.
- b. One (1) fiscal year of extended Website Account Services Support \$_____.
- c. Two (2) fiscal year of extended Website Account Services Support \$_____.

21. Juneau Proposer Preference (JPP). Points equal to 5% of the total evaluation points will be given to any Proposer who submits a statement and demonstrates how they qualify and/or meet the criteria outlined in the City Ordinance 53.50.010 and 53.50.050. (*JPP Points are determined by CBJ Purchasing.*) You must be qualified as described by the ordinance at the time of submittal of your proposal to receive preference points. The Ordinance is available via the links below:
https://library.municode.com/ak/juneau/codes/code_of_ordinances?nodet=TIT53PRACDI_PTIIOTPR_CH53.50PUSUSE_53.50.010DE
https://library.municode.com/ak/juneau/codes/code_of_ordinances?nodet=TIT53PRACDI_PTIIOTPR_CH53.50PUSUSE_53.50.050COAM

22. Evaluation Form

Evaluator No. ____ Proposer _____			Maximum Score Achievable = 1,000 points
CRITERIA	Weight %	Score (0 – 10*)	Total Points = (Numerical Score X Weight)
Understanding & Methodology	20		
Management Plan	15		
Experience & Qualifications	20		
Price proposal (determined using formula)	40	Determined by Purchasing	
Juneau Proposer Preference	5	Determined by Purchasing	
Rank _____	Grand Total		
*Point Guide: Outstanding (10 points)_Adequate to Good (6 to 8 points) Marginally Acceptable (3 or 4 points)_Unacceptable (0 or 1 point)_No scores using numbers 2, 5 or 9			

Bartlett Regional Hospital Facilities Master Plan - Project Priorities List							Originally Prepared by Jensen Yorba Wall, Inc. 586-1070 corey@jensenyorbawall.com	
March 9, 2021								
Project	Type	Estimated Cost	Primary Cat.	Priority	Notes	Funding	Status	
A. Bidding / Under Construction								
A1	BOPS Replacement Building	New	\$8M			May impact ED Addition	BRH	Bidding, construction start 4/21
A2	Ventilation Improvements to Surgery (Endoscopy) SF11 Replacement	Reno	\$400k	Surgery			BRH	Under construction, complete 4/15/21
A3	CSR Equipment	Reno	\$400k	OR			Def Maint Fund 21	Finalizing equip. list. Complete Spring '21
A4	Rainforest Recovery Center Exterior Upgrade	Reno	\$800k				Def Maint Fund 21	Bidding, construction start 4/21
A5	ASU-1 Heating Coil conversion to Glycol	Reno	\$150k	Infrastructure			Def Maint Fund 21	Bidding, construction complete 4/30/21
A6	Phase 1 Sidewalk Replacement	Site	\$1.2M	Infrastructure			Def Maint Fund 21	Bidding soon, construction 5/21
A7	Fuel Oil Tank Supply Line Upgrade	Site	\$200k	Infrastructure			Def Maint Fund 21	Bidding soon, construction 5/21
B. In Design								
B2a	Power Improvements - Surge Protection	Reno	Medium					In design
B2b	Power Improvements - Power Conditioning	Reno	Medium					In design
B3	Physician Call Room	Reno	Small					RFP has been issued, design starts 4/21
B4	Fire & Security Door Replacement	Reno	Small					RFP has been issued, design starts 4/21
B5	New South Site Access	Site	\$1.5M	Access		Scope to be determined	BRH/CBJ	In design
B6	Southwest Asphalt Replacement	Site	\$800k	Infrastructure		Project may be delayed by other adjacent projects	Def Maint Fund 21	With CBJ Engineering as a priority project
B7	Purchase building	Reno	\$2.5M	Expansion		Dominos or alternative expansion	BRH	
C. Future Projects								
C1	Emergency Dept. Addition & Ventilation Upgrade	Reno	\$12M	Covid	2		Bonding / BRH	
	<i>ED - Expanded ED. incl. new Exam, Triage, & Pysch Rms (3,675 sf)</i>			ED				
	<i>ED - New 24-hour Pharmacy (1,215 sf)</i>			ED				
	<i>ED - Reconfigured, relocated and possibly expanded ED Waiting Room</i>			ED		Enlarge for patient separation. Relocate to Entrance.		
	<i>2005 Bldg - OB/Nursery/Special Care. Convert 1 room to +/- pressure</i>			Covid		Requires ventilation system modification		
	<i>2005 Bldg - CCU. All patient rooms with negative/positive pressure</i>			Covid		Requires ventilation system modification		
	<i>2005 Bldg - MHU. Convert 2 rooms for negative/positive pressure</i>			Covid		Requires new ventilation system		
	<i>Pre-2005 Bldg - Med/Surg. Entire back wing negative/positive pressure</i>			Covid		Requires new ventilation system		
	<i>Pre-2005 Bldg - Med/Surg. Add bariatric isolation room with +/- pressure</i>			Covid		Requires new ventilation system		
C2a	North Addition - Phase 1 (34,600 sf 2-story or 51,900 sf 3-story)	New/Reno	\$30-50M		3	Where majority of dominos could go	Bonding	
	<i>Physician Services rental to replace Juneau Medical Center (8,200 sf)</i>			N. Addition				
	<i>Facilities Offices to replace Juneau Medical Center (950 sf)</i>			N. Addition				
	<i>Expanded Phys. / Occ. / Speech Therapy to replace 1988 Add. (6,880 sf)</i>			N. Addition				
	<i>Expanded Cardiac Gym to replace 1988 Add. (980 sf)</i>			N. Addition				
	<i>Expanded Infusion to replace 1988 Add. (760 sf)</i>			N. Addition				
	<i>Expanded Cafeteria / Kitchen, incl. dedicated Loading Dock (8,625 sf)</i>			N. Addition		Kitchen must move before 1st Floor Reno	BRH	
C2b	Proper Changing Rooms and Areas to deal with PAPR's etc.	Reno	Small	Covid		Requires new ventilation system	BRH	
C2c	Permanent IT Room	Reno	Medium					
C3	1st Floor Renovation	Reno	\$12M			Requires moved Kitchen (North Addition)	Bonding	
	<i>Abatement / Replacement of ductwork and mechanical in Main Shaft</i>					All individual 1st Floor projects could be phased		
	<i>Expanded Materials Management w/ dedicated Loading Dock (4,250 sf)</i>			1 st Floor				
	<i>Expanded Facilities, including Shop space (4,040 sf)</i>			1 st Floor				
	<i>Expanded Facilities-Biomedical Shop (300 sf)</i>			1 st Floor				
	<i>Expanded Facilities - Laundry (2,470 sf)</i>			1 st Floor				
	<i>Reconfigured Shared Staff Space (300 sf)</i>			1 st Floor				
	<i>New Diagnostic Imaging Women's Clinic (2,580 sf)</i>			1 st Floor				
C4a	South Addition over Cafeteria (2,800 sf, 5,000 sf, or 10,000 sf)	New	\$3-10M	S. Addition		New Lab space would allow reno of extg. Lab	Bonding	
	<i>Relocate Lab or partially relocate and renovate (2,800 sf or 5,000 sf add.)</i>							
	<i>Create new direct cooridor from ED elevator to Surgical Services</i>							

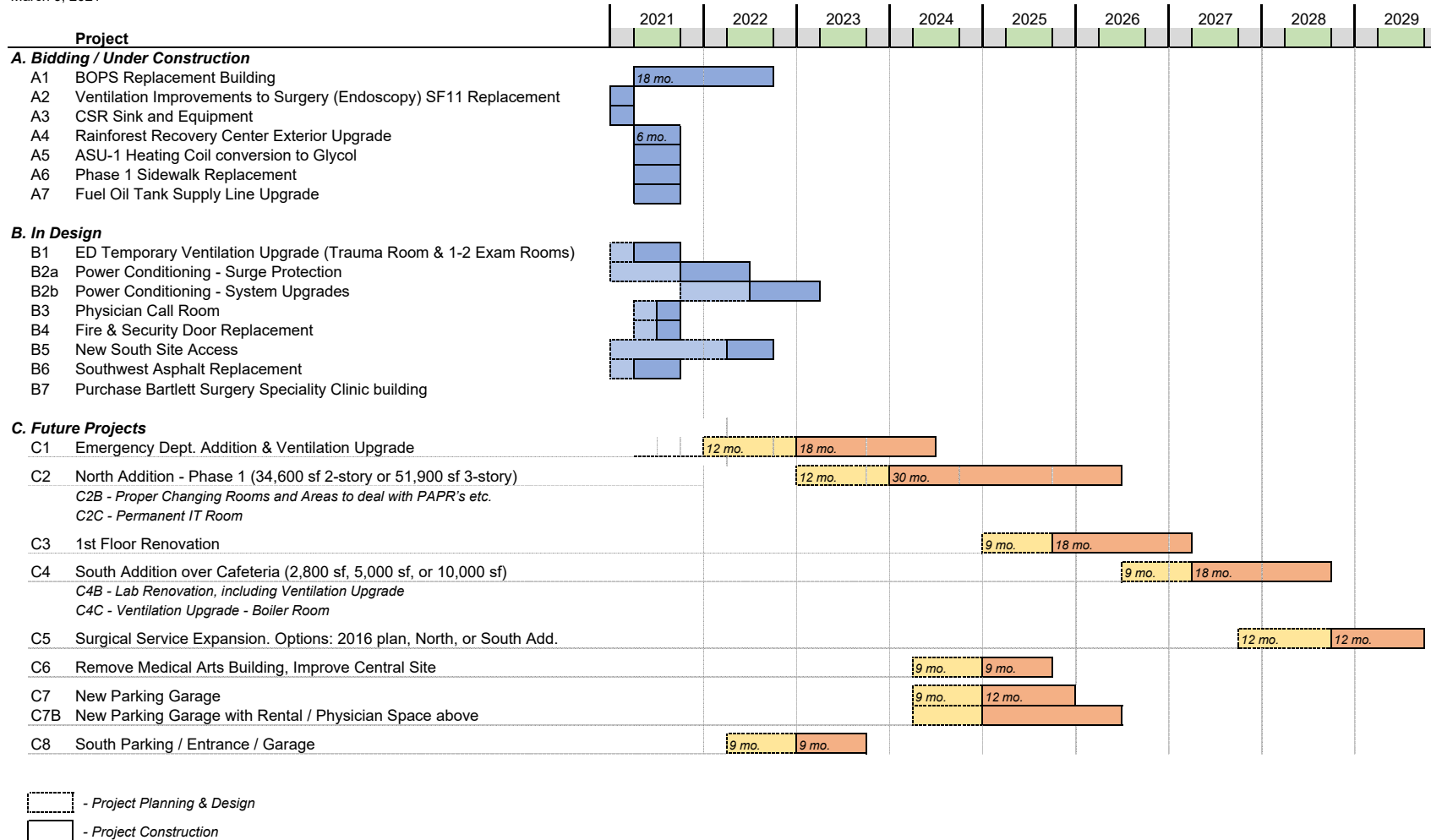
Bartlett Regional Hospital

Facilities Master Plan - Project Priorities List

March 9, 2021

Originally Prepared by Jensen Yorba Wall, Inc.
586-1070 corey@jensenyorbawall.com

Project	Type	Estimated Cost	Primary Cat.	Priority	Notes	Funding	Status
<i>Relocate Med Surge patient rooms to exterior, add core (10,000 sf add.)</i>							
C4b	Lab Renovation, including Ventilation Upgrade	Reno	Medium	Lab	Not clear how to renovate without domino space	BRH	
C4c	Ventilation Upgrade - Boiler Room	Reno	Small	Infrastructure	May not totally solve heat problem in Lab	BRH	
C5	Surgical Service Expansion. Options: 2016 plan, North, or South Add.	New	Large	Surgery	Some or all could be in North Addition	Bonding	
C6	Remove Medical Arts Building, Improve Central Site	Site	Medium	Med. Arts Bldg	Requires Admin. room elsewhere (North Addition)	BRH	
C7	New Parking Garage	Site	Large	Parking	Requires temporary parking loss	Bonding	
C7alt	New Parking Garage with Rental / Physician Space above	Site	Large	Parking	Requires temporary parking loss	Bonding	
C8	South Parking / Entrance / Garage		Medium	Parking	Required by ED expansion, South Site Access		
List does not include basic equipment and small changes like crash carts and lunch room/sleep room needs, small changes to allow better social distancing in PT/OT/ST etc							
Project Size: Small < \$500k, Medium \$500k - \$2M, Large \$2M - \$10M, Major > \$10M							



BRH Project Updates

October 28, 2021

Close-out Phase

- **Cardiac Stress Lab Renovation:** Construction is substantially complete. The only remaining item is final payment once DOL completion letter is received.
- **ASU-1 Conversion to Glycol:** Project is substantially complete. RFP 6 has been approved to have the TAB contractor return to re-balance the system.

Under Construction

- **ASU-11/Endo Fan:** The original contract work has been completed. Schmolck Mechanical is proceeding with RFP 9 install new VAVs in ductwork serving OR and Endoscopy areas. RFP 10 work to replace pneumatic controlled smoke dampers with digitally controlled dampers is underway. Current projected substantial completion date is 12/13/21.
- **CSR Equipment Upgrade:** Work has begun to install new Steris washer and pass-through window. Steris is scheduled complete installation 11/10-11/12/21.
- **RRC Siding and Window Replacement:** Windows have arrived and project is proceeding according to the new revised schedule. Current substantial completion date is 11/15/2021
- **Behavioral Health Facility:** First concrete pour occurred 10/21/21. Construction documents for the additional floor and change to structural steel framing were issued 9/20/21 and are currently under review by Dawson Construction for impact to cost and schedule. A 60 day extension has been requested by Dawson due to the change from wood framing to structural steel and the corresponding increased foundation and excavation work. This puts the current contract completion date at September 17, 2022. Dawson will be requesting additional time once they have estimated the added costs for the architectural, mechanical, and electrical scopes of work related to the additional floor.

In Design

- **Campus Door Upgrades:** Preparation of bid documents is nearly complete. Bid date currently scheduled for December 1st, 2021. Estimated construction duration is six months with current product lead times. 95% construction cost estimate is \$615,018.
- **BRH Surge Protection:** Amendment No.1 to PA 4 has been signed and returned by PDC. Moving forward with project design. ROM (rough order of magnitude) construction estimate from PDC is \$1,115,200. This estimate likely be revised once initial coordination study is completed.
- **Underground Fuel Line Replacement:** 100% documents are due from Taku Engineering December 3, 2021. Construction estimate is \$120,000. Professional Services estimate is \$50,000. Construction to begin spring of 2022.
- **Chiller #2 Replacement:** PDC working on mechanical plans. Currently scheduled to send plans to HMS for cost estimating on November 12. CBJ to receive 95% drawings on December 1st and 100% signed drawings on December 15th.

Planning

- **New South Entrance:** BRH Risk Manager Daniel Wiersma pursuing grants to fund.
- **ED Addition and Renovation:** Architects Alaska has been selected for design and construction administration services for this project. Currently negotiating fee proposal. Plan to issue contract within a few weeks.
- **CT Scanners/MRI Replacement:** Met with Architects Alaska (AA) to confirm scope of work needed so that AA can prepare a fee proposal. Will be splitting the work into two bid packages – the first to prepare the facility to receive the first CT scanner scheduled to arrive in January, the second to prepare the facility to receive the 2nd CT scanner (ETA May 2022) and the MRI (ETA August 2022).
- **Valiant Administration Building Window Replacement:** Current plan is to remove and reinstall siding at the south wall and install new windows to mitigate water infiltration during intense rain events. Further

budget development is needed to determine how much scope can be completed with the remaining project funds of \$143,000. Planning to bid November/December for a spring 2022 installation.

On hold/Cancelled

- **Hospitalist Sleeping Quarters Renovation (AKA Physician Call Room):** 100% Documents have been received. Bid has been pushed back indefinitely.
- **Side Walk Phase 1 Replacement (AKA Site Improvements):** Contract awarded to Admiralty Construction \$1.9M (Deferred Maintenance) Project work postponed to spring 2022.



CITY & BOROUGH OF JUNEAU
ALASKA'S CAPITAL CITY

Observation Report

ENGINEERING DEPARTMENT
CIP Engineering, Third Floor
230 So. Franklin Street, Marine View Center

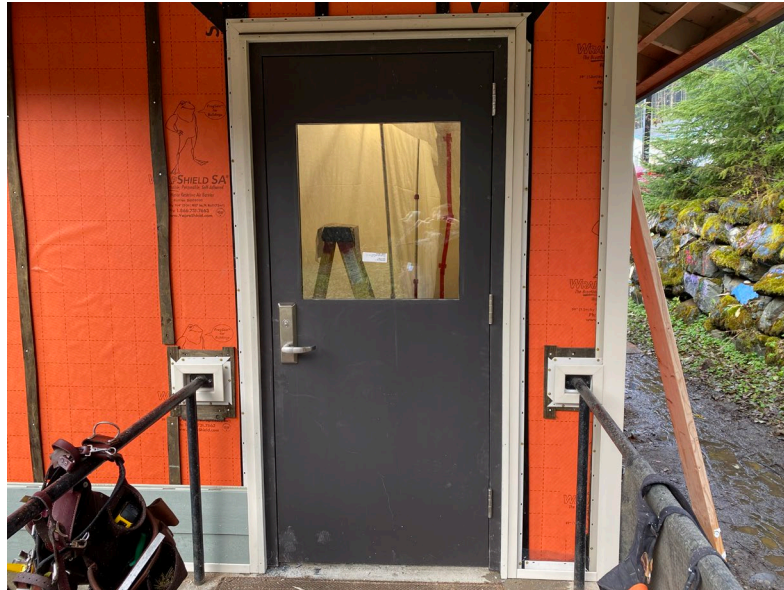
Project: RRC Exterior Upgrades, CBJ Contract #BE21-144
Contractor: Island Contractors
Date/Time: Friday, October 29, 2021 11:45 am
Weather: Rain, 40 degrees F
Report by: Steven Garger, CBJ Project Manager, 586-0800 x4206

Trades	# of Persons	Major Equipment / Notes
Island Contractors	4	

Description of work

Island Contractors were onsite continuing work on window and door installations at rooms 136 (watch) and 138 (gym).

1. Door installation at room 138



2. Siding extent at south elevation



Copies to: Owner, Project File

MAILING ADDRESS: 155 SOUTH SEWARD STREET, JUNEAU, ALASKA 99801

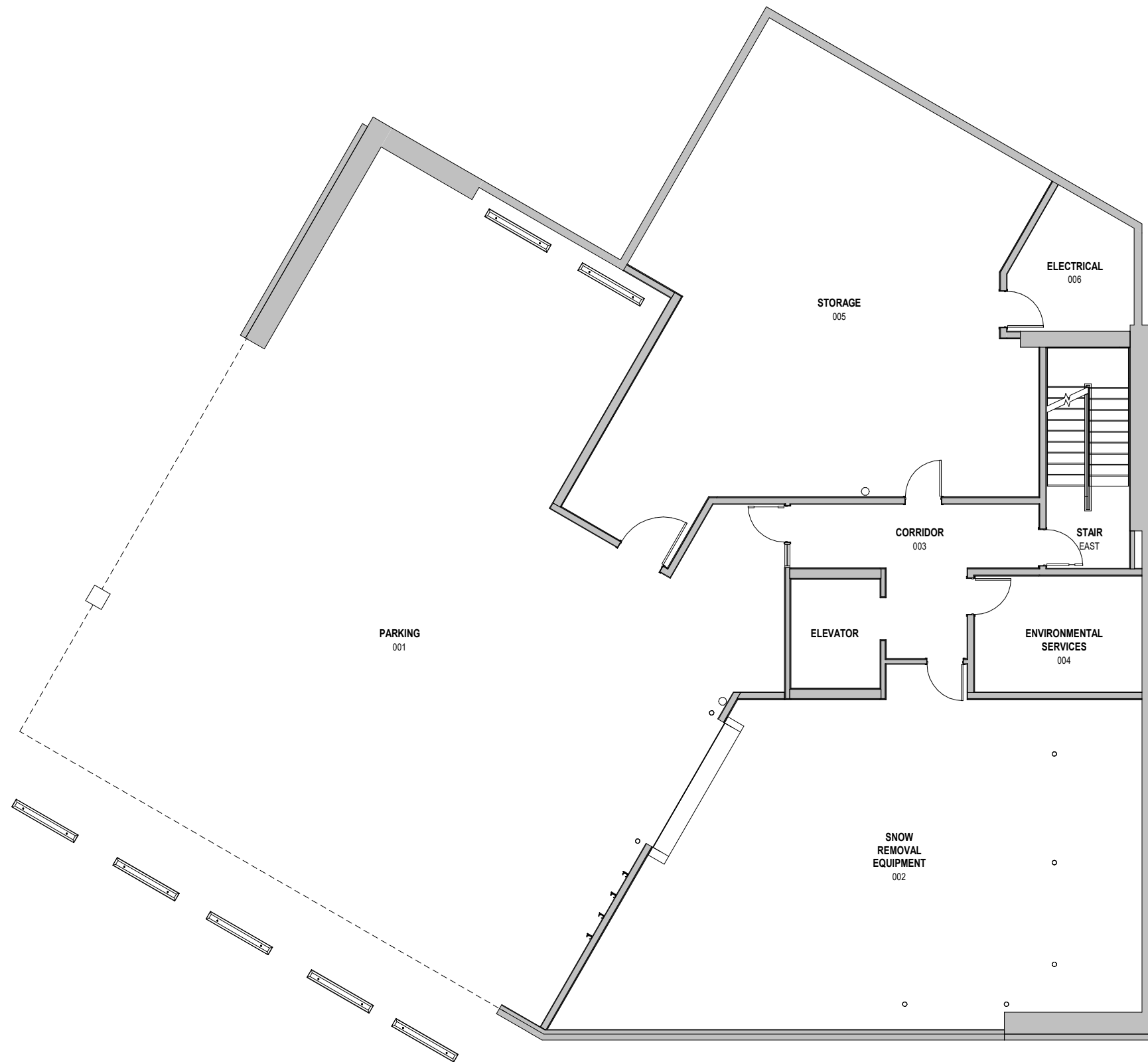
3. Room 136 window progress



4. Window installation at room 138



FLOOR PLAN - BASEMENT



BRH BEHAVIORAL HEALTH FACILITY

BARTLETT REGIONAL HOSPITAL | CITY AND BOROUGH OF JUNEAU
NORTHWIND ARCHITECTS



FLOOR PLAN - LEVEL ONE



BRH BEHAVIORAL HEALTH FACILITY

BARTLETT REGIONAL HOSPITAL | CITY AND BOROUGH OF JUNEAU
NORTHWIND ARCHITECTS



FLOOR PLAN - LEVEL TWO



BRH BEHAVIORAL HEALTH FACILITY

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NORTHWIND ARCHITECTS



FLOOR PLAN - LEVEL THREE



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NORTHWIND ARCHITECTS



EXTERIOR RENDERING



BRH BEHAVIORAL HEALTH FACILITY

BARTLETT REGIONAL HOSPITAL | CITY AND BOROUGH OF JUNEAU
NORTHWIND ARCHITECTS



Daily Observation Report and On-site Utility Meeting

ENGINEERING DEPARTMENT
CIP Engineering, Third Floor
230 So. Franklin Street, Marine View Center

Project: BRH Behavioral Health Facility, CBJ Contract # BE21-149
Contractor: Dawson Construction
Date/Time: Monday, November 1, 2021 10:15 a.m.
Weather: Clear w/ Fog, no wind, 34 degrees
Report by: X Rod Wilson, Project Manager, (907) 419-6219 (Cell)
 Jeanne Rynne, CBJ City Architect, 586-0800, x4186

Onsite Workforce/Equipment:

Trades	# of Persons	Major Equipment / Notes
General – Dawson Construction (DC)	3	Site supervisor and 2 laborers
Form Work -- Compass Construction	0	Not presently on site
On Site Equipment	# of Pieces	Major Equipment Listing
Equipment, idle	1	Large Excavator (Link-Belt 290-LX)
	1	Telescoping forklift (GEHL RS10-55 GEN 3),
Equipment, idle	2	Temporary light stands

Purpose site of visit: Routine, daily site visit.

Description of Work:

Work Performed since last Observation:

Jason reported to me that workers from **Compass Construction** had stripped the form-work over the weekend. See photos pages 2 and 3.

10:15 Observation:

Upon arrival, Jason was discussing with two other workers from Dawson the process that they would follow in applying Bentonite (waterproofing) to the walls of the elevator shaft. Jason anticipates that once the waterproofing is complete that Southeast Earth Movers will return to the site and begin the process of backfilling in the areas disturbed by the most recent work.

Sidewalk along the southeast side of the main hospital is now open. See photo next page.

Departed site around 10:30.

Copies to: Owner, Project File

MAILING ADDRESS: 155 SOUTH SEWARD STREET, JUNEAU, ALASKA 99801

Photo 0962 – View of sidewalk repairs along the southeast side of the main hospital facility.



Photo 0963 – Partial overview of site showing completed concrete placement along GL E and EE.



Photo 0964 – Photo of elevator pit walls prior to covering with waterproofing materials.



Photo 0965 – Photo of spread footing at the intersection of GL's D and 3.

