

October 10, 2023

C-8

Honorable Mayor and City Council
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute all documents necessary to amend Contract No. 35936 with Suzanne P. Lawrence, dba Advisor Business Solutions (ABS), of Long Beach, CA, for culturally relevant communications and marketing services for the statewide Black Infant Health Public Awareness Campaign, to increase the contract amount by \$250,000, for a revised contract amount not to exceed \$600,000, and extend the term of the contract to June 30, 2024. (Citywide)

DISCUSSION

City Council approval is requested to amend Contract No. 35936 with Suzanne P. Lawrence, dba Advisor Business Solutions to continue providing culturally relevant communications and marketing services for the statewide Black Infant Health (BIH) Public Awareness Campaign, to meet contractual obligations with the California Department of Public Health (CDPH), and to ensure there are no gaps in services as a competitive procurement process is underway beginning fiscal year 2024.

ABS has over 20 years of strategic marketing experience and has been identified as uniquely qualified to provide these services. ABS demonstrated expertise in strategic marketing communications, digital strategies, graphic design, and multicultural marketing and media campaigns for government agencies, satisfying the requirements of the CDPH grant. These requirements include outreach to priority populations.

On October 4, 2022, City Council authorized a second amendment to Contract No. 35936 to increase the contract amount by \$175,000, for a total contract amount of \$350,000, and extend the contract term to June 30, 2023.

On April 6, 2021, the City Council adopted a Resolution authorizing the City Manager, or designee, to enter into an agreement, with Suzanne P. Lawrence, dba Advisor Business Solutions. The Resolution authorized an amount of \$175,000 for the period of October 1, 2020 through June 30, 2021, with the option to renew for an additional one-year period. The renewal was utilized on the contract, extending it to June 30, 2022.

In March 2021, the California Department of Public Health (CDPH) contacted the Long Beach BIH program to inform them that the area of coverage changed, and Long Beach was now responsible for ensuring statewide dissemination of any products produced. Increased coverage

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from Southern California to all of California required additional support from ABS for marketing services.

On October 13, 2020, the City Council authorized an agreement with CDPH, to accept and expend grant funding in the amount of \$1,000,000, for the statewide BIH Public Awareness Campaign (Campaign), for the period of September 1, 2020 through June 30, 2022. An important aspect of the Campaign is outreach and education, requiring the services of a specialist in marketing services, including radio and internet communications, to create and deliver a culturally responsive public awareness media campaign centered on the statewide BIH Program, and specifically for Black women and birthing persons across California.

This matter was reviewed by Deputy City Attorney Anita Lakhani on September 18, 2023, Purchasing Agent Michelle Wilson on September 8, 2023, and Budget Analysis Officer Greg Sorensen on September 18, 2023.

TIMING CONSIDERATIONS

City Council action to amend Contract No. 35936 is requested on October 10, 2023, to ensure there is no interruption to services.

LEVINE ACT

This item is subject to the Levine Act. The Mayor, Councilmembers, and Commissioners who have received a contribution of more than \$250 within 12 months prior from a party, participant, or their representatives involved in this proceeding may do either of the following: (1) disclose the contribution on the record and recuse themselves from this proceeding; OR (2) return the portion of the contribution that exceeds \$250 within 30 days from the time the elected official knew or should have known about the contribution and participate in the proceeding.

All parties, participants, and their representatives must disclose on the record of this proceeding any contribution of more than \$250 made to the Mayor or any Councilmembers within 12 months prior to the date of the proceeding. The Mayor, Councilmembers, and Commissioners are prohibited from accepting, soliciting, or directing a contribution of more than \$250 from a party, participant, or their representatives during a proceeding and for 12 months following the date a final decision is rendered.

EQUITY LENS

The City has incorporated the Equity Toolkit in this recommendation, as requested by the City Council on April 21, 2020. The services derived from this contract are completed in accordance with procurement procedures. This contract directly works to address the health disparities faced by the Black community as it provides culturally relevant communications and marketing services for the statewide Black Infant Health Public Awareness Campaign.

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FISCAL IMPACT

The requested action increases the Contract authority with Suzanne P. Lawrence, dba Advisor Business Solutions, by \$250,000. The total amount of the contract will not exceed \$600,000. The amount is currently budgeted in the Health Fund Group in the Health and Human Services Department, offset by grant revenue. Any indirect costs that might not ultimately be eligible for grant funds will be funded by the Health Operating Fund, General Fund, or other eligible funds. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



KELLY COLOPY
DIRECTOR
HEALTH AND HUMAN SERVICES

APPROVED:



THOMAS B. MODICA
CITY MANAGER

LEVINE ACT DISCLOSURE STATEMENT

California Government Code Section 84308, commonly referred to as the "Levine Act," prohibits any Long Beach City Councilmember, the Mayor, and Commissioner ("City Officer") from participating in any action related to a proceeding if they receive any political contributions totaling more than \$250 within the previous twelve months, while a proceeding is pending, and for 12 months following the date a final decision in a proceeding concerning a license, permit, entitlement, franchise or, contract (collectively "license, permit, or contract") has been made, from the person or company awarded the said license or contract. The Levine Act also requires a City Officer that has received such a contribution to disclose the contribution on the record of the proceeding.

City Officers are listed at the following sites:

- The Mayor and Councilmembers - <https://www.longbeach.gov/officials/>
- Harbor Commissioners - <https://polb.com/commission>
- Water Commissioners - <https://lbwater.org/about-us/current-water-commissioners/>
- Planning Commissioners - <https://www.longbeach.gov/mayor/action/commissions/>
- Parks and Recreation Commissioners - <https://www.longbeach.gov/mayor/action/commissions/>
- Board of Examiners, Appeals, and Condemnation - <https://www.longbeach.gov/mayor/action/commissions/>
- Cultural Heritage Commission - <https://www.longbeach.gov/mayor/action/commissions/>
- Long Beach Community Investment Company - <https://www.longbeach.gov/lbds/hn/lbcic/>

Proposers are responsible for accessing these links to review the names prior to answering the following questions.

1. Have you or your company, or any agent on behalf of you or your company, made any political contributions of more than \$250 to any City Officer in the 12 months preceding the date of the submission of your proposals or the anticipated date of any City Council, Board, or Commission action related to this license, permit, or contract?

YES

NO

If yes, please identify the City Officer(s):

2. Do you or your company, or any agency on behalf of you or your company, anticipate or plan to make any political contribution of more than \$250 to any City Officer in the 12 months following any City Council, Board, or Commission action related to this license, permit, or contract?

YES

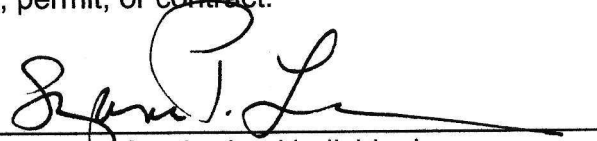
NO

If yes, please identify the City Officer(s):

Answering yes to either of the two questions above does not preclude the City of Long Beach from awarding a license, permit, or contract to your firm or any taking any subsequent action related to the said license, permit, or contract. It does, however, preclude the identified City Officers from participating in any actions related to this license, permit, or contract.

9/8/23

Date



Signature of authorized individual

Suzanne P. Lawrence

Type or write name of authorized individual

Advisor Business Solutions

Type or write name of company