

October 4, 2022

**C-17**

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, of Long Beach, CA, for culturally relevant communications and marketing services for the Black Infant Health Public Awareness Campaign, to increase the contract amount by \$175,000, for a revised contract amount not to exceed \$350,000, and extend the term of the contract to June 30, 2023; and,

Authorize the City Manager, or designee, to execute all documents necessary to amend Contract No. 36017 with Taxi Productions, Inc., dba KJLH 102.3 FM, of Inglewood, CA, for culturally relevant communications and marketing services for the Black Infant Health Public Awareness Campaign, to increase the contract amount by \$50,000, for a revised contract amount not to exceed \$200,000, and extend the term of the contract to June 30, 2023. (Citywide)

DISCUSSION

City Council approval is requested to amend Contract No. 35936 with Suzanne P. Lawrence, dba Advisor Business Solutions (ABS) and Contract No. 36017 with Taxi Productions, Inc., dba KJLH 102.3 FM (KJLH), for culturally relevant communications and marketing services for the Black Infant Health (BIH) Public Awareness Campaign (Campaign).

On October 13, 2020, the City Council authorized an agreement with the California Department of Public Health (CDPH), to accept and expend grant funding in the amount of \$1,000,000, for the BIH 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 radio and internet communications to create and deliver a culturally responsive public awareness media campaign centered on the BIH Program, and specifically women across Southern California.

On August 9, 2022, the CDPH approved the Long Beach BIH Media budget. The annual amount was increased from \$500,000 to \$700,000 from July 1, 2022 to June 30, 2023. The increased amount is to be used for custom media outreach for the Northern California BIH programs. The jurisdictions have requested more specific campaigns tailored to the unique needs of their region. KJLH and ABS will be working with each jurisdiction to create the unique campaign the works for them.

This matter was reviewed by Deputy City Attorney, Taylor M. Anderson on September 12, 2022, Purchasing Agent Michelle Wilson on September 8, 2022, and by Budget Analysis Officer Greg Sorensen on September 16, 2022.

TIMING CONSIDERATIONS

City Council action to amend Contract Nos. 35936 and 36017 is requested on October 4, 2022, to ensure there is no interruption to services.

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 these contracts were completed in accordance with procurement procedures. These contracts directly work to address the health disparities faced by communities of color, as they are providing culturally relevant communications and marketing services for the BIH Campaign.

FISCAL IMPACT

The requested action increases Contract No. 35936 with ABS by \$175,000, for a total contract amount not to exceed \$350,000, and increases Contract No. 36017 with KJLH by \$50,000, for a total contract amount not to exceed \$200,000. These amounts are currently budgeted in the Health Fund Group in the Health and Human Services Department, offset by grant revenue. No match or in-kind service mandate is required. 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 grant 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 & HUMAN SERVICES

APPROVED:



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THOMAS B. MODICA  
CITY MANAGER