

C-8

July 13, 2021

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt a Resolution authorizing the City Manager, or designee, to execute an agreement, and all documents necessary including any subsequent amendments, 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, in an amount not to exceed \$150,000, for the period of October 1, 2020 through June 30, 2021, with the option to renew for an additional one-year period, at the discretion of the City Manager. (Citywide)

DISCUSSION

City Council approval is requested to enter into an agreement 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.

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 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 radio and internet communications to create and deliver a culturally responsive public awareness media campaign centered on the BIH Program, and specifically women across the State of California (State).

On February 18, 2021, an agreement was entered into with KJLH in the amount of \$75,000 following regular City procurement protocols. KJLH started producing radio, internet, and print advertisements for the Southern California Campaign. In March 2021, the State contacted the Long Beach BIH program to inform them that the area of coverage changed, and that Long Beach is now responsible for ensuring statewide dissemination of any products produced. To maintain continuity of service for the Campaign, it is necessary to increase the agreement to \$150,000 for KJLH to create advertisements for Northern California. KJLH is uniquely positioned to perform the work and is the number one Black-owned and operated radio station in the Los Angeles area with a musical tradition spanning over 50 years. It is a local station that is part of a national network and has expertise coordinating communication campaigns that are culturally tailored to Black populations. KJLH generates messages on-air, online, via emails, and community events. Additionally, they have experience with public health campaigns and educating the community about positive health habits.

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City Charter Section 1801 requires that contracts for City purchases be awarded to the lowest responsible bidder after a competitive bid process but allows for awards without a competitive bid process, if accompanied by a Resolution adopted by the City Council. Due to the unique features of the BIH grant, a competitive procurement is not feasible and therefore, no useful purpose would be served by advertising for bids.

This matter was reviewed by Deputy City Attorney Taylor M. Anderson on June 24, 2021, Business Services Bureau Manager Tara Mortensen on June 14, 2021, and by Budget Analysis Officer Gregory Sorensen on June 22, 2021.

TIMING CONSIDERATIONS

City Council action is requested on July 13, 2021, to ensure timely implementation of the media campaign.

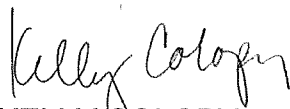
FISCAL IMPACT

The agreement with KJLB will not exceed \$150,000 for the period of October 1, 2020 through June 30, 2021. This amount is currently budgeted in the Health Fund Group in the Health and Human Services Department. 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

ATTACHMENT: RESOLUTION

1 RESOLUTION NO.
2

3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH AUTHORIZING THE CITY
5 MANAGER TO EXECUTE AN AGREEMENT, AND ALL
6 DOCUMENTS NECESSARY INCLUDING ANY
7 AMENDMENTS, WITH TAXI PRODUCTIONS INC., DBA
8 KJLH 102.3 FM, WITHOUT ADVERTISING FOR BIDS FOR
9 THE CULTURALLY RELEVANT COMMUNICATIONS AND
10 MARKETING SERVICES FOR THE BLACK INFANT
11 HEALTH PUBLIC AWARENESS CAMPAIGN IN AN
12 AMOUNT NOT TO EXCEED \$150,000
13

14 WHEREAS, On October 13, 2020, the City Council authorized an
15 agreement with the California Department of Public Health to accept and expend grant
16 funding in the amount of One Million Dollars ((\$1,000,000), for Blank Infant Health Public
17 Awareness Campaign (“Campaign”); and

18 WHEREAS, an important aspect of the Campaign is outreach and
19 education, requiring services of a specialist in radio and internet communications to
20 create and deliver a culturally responsive public awareness media campaign centered on
21 the Black Infant Health Program; and

22 WHEREAS, on February 18, 2021, an agreement was entered into with
23 KJLH in the amount of Seventy-Five Thousand Dollars (\$75,000) following regular City
24 procurement protocols and KJLH started producing radio, internet, and print
25 advertisements for the Southern California Campaign; and

26 WHEREAS, in March 2021 the State of California contacted the Long
27 Beach Black Infant Health program to inform them that the area of coverage had
28 changed and that Long Beach is now responsible for the ensuring the statewide

1 dissemination of any products produced; and

2 WHEREAS, KJLH is uniquely positioned to perform the work as a local
3 station that is part of a national network with expertise coordinating communication
4 campaigns that are culturally tailored to Black populations; and

5 WHEREAS, to maintain continuity of service for the Campaign it is
6 necessary to increase the agreement to One Hundred Fifty Thousand Dollars (\$150,000)
7 for KJLH to create advertisements for Northern California; and

8 WHEREAS, as a result, no useful purpose would be served by advertising
9 for bids and to do so would constitute an idle and useless act and an unnecessary
10 expenditure of public funds.

11 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
12 follows:

13 Section 1. The above recitals are true and correct and are incorporated
14 herein.

15 Section 2. The City Manager is hereby authorized to enter an agreement
16 and all documents necessary including any amendments, with Taxi Productions Inc. dba
17 KJLH 102.3 FM, of Inglewood, CA, for the culturally relevant communications and
18 marketing services the Black Infant Health Public Awareness Campaign, in an amount
19 not to exceed One Hundred Fifty Thousand (\$150,000) for the period of October 1, 2020
20 through June 30, 2021, with the option to renew for an additional one-year period, at the
21 discretion of the City Manager.

22 Section 3. This resolution shall take effect immediately upon its adoption
23 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
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Long Beach, CA 90802-4664

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2021 by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

Recusal(s): Councilmembers: _____

City Clerk