

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802-4664

1 RESOLUTION NO. RES-21-0070

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

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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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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of July 13, 2021 by the following vote:

Ayes: Councilmembers: Zendejas, Allen, Price, Supernaw,
Mungo, Saro, Uranga, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: Austin.

Recusal(s): Councilmembers: None.



City Clerk