

NB-36

August 18, 2020

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute all documents necessary to amend Agreement No. 35453 with the County of Los Angeles to accept, expend and administer an increase in funding in the amount of \$50,065, for a revised total contract amount of \$372,206;

Increase appropriations in the General Grants Fund Group in the City Manager Department by \$372,206, offset by grant revenue; and,

Adopt Specifications No. RFQ CM20-023 and authorize the City Manager, or designee, to execute all documents necessary to enter into any agreements, including any necessary amendments, with community-based organizations and nonprofits for 2020 Census community outreach services, in a total aggregate contract amount not to exceed \$260,000. (Citywide)

DISCUSSION

City Council approval is requested to amend Agreement No. 35453 (Agreement) with the County of Los Angeles (County) to increase the amount by \$50,065, for a revised total contract amount of \$372,206. City Council approval is also requested to increase contract authority from \$200,000 to up to \$260,000 for 2020 Census community outreach services.

On June 11, 2019, the City Council approved entering into a contract with the County, in the amount of \$322,141, to support 2020 census outreach efforts to Hard-To-Count (HTC) communities. The initial funding was made available to the City of Long Beach (City) because the State of California (State) and County recognized the high number of HTC groups and areas within the City. The additional \$50,065 that the State has made available through the County will be utilized to achieve a complete count of the City's HTC communities. As with previous County funds, the City plans to allocate additional funding in a manner that maximizes 2020 Census efforts, while also meeting City, County and State outreach priorities.

On January 2, 2020, the City released Request for Qualifications (RFQ) No. CM20-023 for 2020 Census Community Outreach Services. The RFQ was released to solicit submissions and fund various community-based organizations and nonprofits to implement proven and innovative strategies to reach and improve access for HTC communities and the general population. Various organizations, including Long Beach nonprofits were notified of the opportunity to submit qualifications on a continuous basis to educate, motivate, and activate residents to complete the 2020 Census questionnaire in HTC communities and throughout the

City. A total of 17 submissions requesting \$438,678 were submitted as of March 26, 2020 and reviewed by the Evaluation Committee. 14 submissions met the prescribed criteria and demonstrated a meaningful and necessary contribution to existing Census efforts and received a portion of the \$200,000. Pursuant to Chapter 2.84 of the Long Beach Municipal Code, the RFQ Evaluation Committee awarded all of the \$200,000 set aside for community-based organizations and nonprofits. Adding contracting authority in the amount of \$60,000, thereby increasing RFQ total funding amount to \$260,000, would allow for all of the additional County grant, plus any funds that remain unspent from the initial \$322,141 grant allocation, to be utilized to fund additional nonprofit outreach. An emphasis will be placed on funding outreach activities within the African American community because a community partner has not yet been identified nor funded for this community. African American outreach activities are also key to increasing response rates among the 20 lowest performing City census tracts, 10 of which contain 10 to 42 percent of African American populations.

The RFQ was advertised in the Long Beach Press-Telegram on January 15, 2020, and 831 potential responders specializing in outreach services were notified of the RFQ opportunity. Of those responders, 85 downloaded the RFQ via the City's electronic bid system. The RFQ document was made available from the Purchasing Division, located on the sixth floor of City Hall, and the Division's website at www.longbeach.gov/purchasing. An RFQ announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 35 local, minority-owned, and women-owned business groups. Seventeen responses were received as of the March 26, 2020. Of those 17 responders, 3 were Minority-owned Business Enterprises (MBEs), 2 were Women-owned Business Enterprises (WBEs), 5 were Small Business Enterprises (SBEs), and 14 were Long Beach businesses (Local).

In addition, due to the impact of COVID-19 on traditional outreach, and the shortened Census questionnaire response timeline announced by the Census Bureau on August 3, 2020, it has become more prudent to receive additional County funding and to properly fund nonprofit partners for outreach activities in HTC communities.

This matter was reviewed by Deputy City Attorney Taylor M. Anderson on August 10, 2020 and by Budget Management Officer Rhutu Amin Gharib on August 11, 2020.

TIMING CONSIDERATIONS

City Council action is requested on August 18, 2020, to amend Agreement No.35453 and allow for the timely implementation of remaining 2020 Census outreach efforts.

FISCAL IMPACT

An appropriation increase of \$372,206 is requested in the General Grants Fund Group in the City Manager's Department, offset by funding received from the County. Community-based organizations and nonprofits will be necessary to support management and coordination of 2020 Census activities given the shortened timeframe. Staff will continue to draw upon the remaining State funding provided through the City's agreement with the County along with the additional funds of \$50,065 to complete the Census. 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.

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


A handwritten signature in black ink, appearing to read 'T. B. Modica', written in a cursive style.

THOMAS B. MODICA
CITY MANAGER



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: August 13, 2020
To: Monique De La Garza, City Clerk
From: Thomas B. Modica, City Manager 
Subject: Request to Add Agenda Item to Council Agenda of August 18, 2020

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

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Council District	Authorizing Councilmember	Signed by
8	Al Austin	(Digital – attached email)
1	Mary Zendejas	(Digital – attached email)
7	Roberto Uranga	(Digital – attached email)

Attachment: Staff Report dated August 18, 2020

cc: Office of the Mayor