

# C-10

January 18, 2022

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and file Contract No. 36014 with Coulter Family Estate, dba Advantage Health Now, LLC, of Cerritos, CA, Contract No. 36023 with Project Optimism, Inc., of Sacramento, CA, Contract No. 36024 with The Salt Lounge, LLC, of Long Beach, CA, Contract No. 36025 with Elite Skills Development, Inc., of Long Beach, CA, Contract No. 36055 with Colorband Shoes, Inc., dba April Parker Shoes, of Long Beach, CA, Contract No. 36056 with John O. Parker, III, dba Parker Interactive, of Long Beach, CA, Contract No. 36057 with Ashley A. Dawkins, dba The Swazi Shop, of Huntington Beach, CA, Contract No. 36058 with The G.R.E.E.N.E. Foundation, of Santa Ana, CA, Contract No. 36059 with Robbie Butler, dba Speak Up Empowerment Foundation, Inc., of Long Beach, CA, Contract No. 36064 with Earthlodge Center for Transportation, Inc., of Long Beach, CA, Contract No. 36070 with Sullivan International, Inc., of Long Beach, CA, and Contract No. 36073 with Shelley Marlene Williams, dba Craft and Light Creative Arts Studio, of Long Beach, CA, for reducing COVID-19 impact, risks factors, and mortality among Long Beach Black residents, in the amount of \$178,500, made pursuant to Chapters 2.69 and 2.85 of the Long Beach Municipal Code (LBMC) and in response to the proclaimed emergency due to the COVID-19 pandemic. (Citywide)

## DISCUSSION

The City of Long Beach (City) entered into Contracts No. 36014, 36023, 36024, 36025, 36055, 36056, 36057, 36058, 36059, 36064, 36070, and 36073 for service delivery promoting health and wellness among the Long Beach Black community, reducing the impact of COVID-19, and increasing vaccination rates among Long Beach Black residents.

Long Beach Black residents are more likely to die from COVID-19 illness. While they make up 13 percent of the population, they account for about 14 percent of hospitalizations and 20 percent of deaths from COVID-19. In Long Beach, the COVID-19 death rate for Black residents who fall ill with COVID-19 is 4.47 per 10,000; this is 30.3 percent higher compared to the death rate for White residents who fall ill with COVID-19 (3.43 per 10,000). This data suggests that the likelihood of COVID-19 mortality is significantly higher when Black residents are hospitalized.

This is connected to the underlying health conditions most likely to exacerbate COVID-19, leading to higher levels of illness and how the real-life needs of the Black community have been historically overlooked and undervalued in the creation of economic policies.

Many Black residents also serve as essential workers, which place them at a higher risk of COVID-19 infection and ultimately family and community transmission. Research suggests that poor health outcomes among Black populations may be a consequence of inequalities related to poverty, education, lack of access to healthcare, homelessness, and/or overall economic insecurity.

The disproportionate health impact of COVID-19 led to the development of the Black Health Equity Collaborative, a community-driven empowerment model designed to promote health equity as a critical aspect of Long Beach Black community culture by ensuring that the prospects for good health are not limited by where a person lives, how much money they make, or by the discrimination they face.

On March 10, 2020, the City Council recognized that an emergency existed and unanimously passed a Resolution ratifying the City Manager's Proclamation of a Local Emergency and the Public Health Officer's Declaration of Local Health Emergency due to the COVID-19 pandemic. Pursuant to LBMC Chapter 2.69 2.85, the City Manager has the authority to approve purchases of up to \$1,000,000 for goods or services related to a proclaimed emergency. In addition, in approving a request related to the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) on July 14, 2020, the City Council designated all associated programs to be considered as part of the proclaimed emergency with respect to requests for procurement and contracting.

These projects were originally funded by CARES Act resources, and Request for Proposal (RFP) No. HE21-013 was completed to select and award contracts to Black-serving nonprofits and microbusinesses.

The RFP was advertised in the Long Beach Press-Telegram on December 1, 2020, and 430 potential proposers specializing in health and wellness in the Black community were notified of the RFP opportunity. Of those proposers, 86 downloaded the RFP via the City's electronic bid system. The RFP 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](http://www.longbeach.gov/purchasing). An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 39 local, minority-owned, and women-owned business groups. There were 36 proposals received on December 7, 2020. Of those 36 proposers, 20 were Minority-owned Business Enterprises (MBEs), 15 were Women-owned Business Enterprises (WBEs), 12 were certified Small Business Enterprises (SBEs), and 30 were Long Beach vendors (Local).

This matter was reviewed by Deputy City Attorney Taylor M. Anderson on December 7, 2021, Purchasing Agent Michelle Wilson on November 29, 2021, and by Budget Management Officer Greg Sorensen on December 16, 2021.

#### TIMING CONSIDERATIONS

City Council action to receive and file Contracts No. 36014, 36023, 36024, 36025, 36055, 36056, 36057, 36058, 36059, 36064, 36070, and 36073 is requested on January 18, 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 12 contracts were completed in accordance with procurement procedures. Additionally, the services provided under these contracts assist those residents in Long Beach who have been the most disproportionately impacted by the COVID-19 pandemic, promoting health and wellness among Long Beach Black residents to reduce COVID-19 impact, risk factors, and mortality among Long Beach Black residents.

FISCAL IMPACT

The total contract authority will not exceed \$178,500. The requested action awards \$178,500 in total for Black Health Equity Direct Services across the 12 contracts utilizing Racial Reconciliation funds. Sufficient appropriation from FY 21 carryover funds in the Racial Reconciliation Program will be budgeted in the General Fund Group in the Health and Human Services Department. This recommendation has minimal staffing impact beyond the normal budgeted scope of duties for staff currently working on COVID-19 response and is consistent with 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