



# CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

C-8

2525 GRAND AVENUE • LONG BEACH, CALIFORNIA 90815 • (562) 570-4000

August 24, 2004

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**SUBJECT:** Agreement With the California Department of Health Services, an Agreement With Better World Advertising, Inc. and Amendment of Subcontract Agreements 28564, 28569, and 28617 to Provide HIV/AIDS Prevention Services (Citywide)

---

## DISCUSSION

For the past 18 years, the Department of Health and Human Services (DHHS) has been providing HIV/AIDS prevention services with funding from the State of California, Department of Health Services, Office of AIDS (State) to Long Beach residents impacted by the HIV/AIDS virus. The overall purpose of the program is to prevent HIV transmission; change individual attitudes about HIV and risk behaviors; promote the development of risk-reduction skills; and change community norms that may sanction unsafe sexual and drug-taking behaviors. The new agreement with the State provides the City with \$1,169,757 annually, through June 30, 2007, to continue HIV/AIDS education and prevention services.

In order to provide comprehensive HIV/AIDS prevention and care services to the Long Beach community, the DHHS offers outreach, HIV testing, treatment, referral and community education at the main health facility and at sites throughout Long Beach, including mobile clinics. The agreement also provides funding to support mobile clinic operations and a social marketing campaign targeted at HIV-positive populations. The provision of services under the program involves various subcontractors selected based on their ability to provide required services meeting the needs of the community. On November 4, 2003, the City Council approved agreements with community-based agencies to provide a variety of HIV education and prevention services from November 1, 2003 through October 31, 2004. In order to continue to provide services for an additional one year, the DHHS requests amendments to extend the subcontract agreements with the three community-based agencies listed below:

HONORABLE MAYOR AND CITY COUNCIL

August 24, 2004

Page 2

<b>Subcontractor/ Contract Number</b>	<b>Address</b>	<b>District</b>	<b>Services Provided</b>	<b>Amount</b>
Being Alive Long Beach, #28564	350 Long Beach Blvd.	1	Outreach, prevention case management and support groups to HIV-positive individuals	\$144,000
Center for Behavioral Research and Services, #28569	1090 Atlantic Avenue	6	Outreach and counseling to intravenous drug users at high risk for contracting and transmitting HIV/AIDS	\$180,000
One in Long Beach (Gay and Lesbian Community Center of Greater Long Beach), #28617	2017 E 4 <sup>th</sup> Street	2	Prevention case management to high risk negatives and HIV-positive individuals	\$87,500

The DHHS is requesting an agreement with Better World Advertising, Inc. (BWA) to provide social marketing services to city residents. BWA has been providing these services for the last two years under a purchase order. This agreement will allow an expanded program to prevent further transmission of HIV among HIV-positive persons.

Better World Advertising, Inc.	870 Market St, #1205, San Francisco	N/A	Social marketing campaign targeting HIV-positive populations	\$182,000
--------------------------------	-------------------------------------	-----	--	-----------

Although these agencies are located in specified City Council districts, outreach and promotional services are provided to eligible clients citywide.

This matter was reviewed by Senior Deputy City Attorney Donna Gwin on August 16, 2004 and Budget Management Officer David Wodynski on August 10, 2004

TIMING CONSIDERATIONS

The subcontractors listed above will begin providing services under these extensions on November 1, 2004. Therefore, City Council approval is requested on August 24, 2004 to allow sufficient time to process the amendments. The new agreement with Better World Advertising, Inc. commenced on July 1, 2004.

FISCAL IMPACT

The City will receive grant revenue of \$3,509,271 to offset expenditures of the same amount. The annual total amount of the current subcontract agreements is \$593,500, which is entirely funded by the HIV/AIDS Education and Prevention grant with the State. Sufficient funds have been budgeted in the Health Fund (SR 130) and in the Department of Health and Human Services (HE) for the first year of the agreement. Therefore, an appropriation increase is not necessary.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

1. Authorize the City Manager to execute all necessary documents with the State of California Department of Health Services for the provision of HIV/AIDS education and prevention services;
2. Authorize the City Manager to execute first amendments to the following subcontracts extending for a one-year period; and authorize the City Manager to extend the agreements for up to two consecutive one year terms subject to availability of funding and adequate performances:

Being Alive Long Beach, Contract #28564	\$144,000
Center for Behavioral Research and Services, Contract #28569	\$180,000
One in Long Beach (Gay and Lesbian Community Center of Greater Long Beach), Contract #28617	\$87,500

3. Authorize the City Manager to execute the subcontract agreement to the following agreement for a one year period; and authorize the City Manager to extend the agreement for up to two consecutive one year terms subject to availability of funding and adequate performance:

Better World Advertising, Inc.	<u>\$182,000</u>
Total	\$593,500

Respectfully submitted,



RONALD R. ARIAS  
DIRECTOR  
HEALTH AND HUMAN SERVICES

APPROVED:



GERALD R. MILLER  
CITY MANAGER