



## Legislation Text

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**File #:** 21-0624, **Version:** 1

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Recommendation to adopt resolution authorizing 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 City Manager. (Citywide)

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.

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.

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

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.

Approve recommendation.

[Enter Body Here]

KELLY COLOPY  
DIRECTOR  
HEALTH AND HUMAN SERVICES

APPROVED:

THOMAS B. MODICA  
CITY MANAGER