

June 11, 2024

Honorable Mayor and City Council  
City of Long Beach  
California

**RECOMMENDATION:**

Recommendation to authorize the City Manager, or designee, to execute all documents necessary to amend Contract No. 35936 with Suzanne P. Lawrence, dba Advisor Business Solutions, of Long Beach, CA, for culturally relevant communications and marketing services for the statewide Black Infant Health Public Awareness Campaign, and extend the contract term through September 30, 2024. (Citywide)

**DISCUSSION**

City Council approval is requested to amend Contract No. 35936 with Suzanne P. Lawrence, dba Advisor Business Solutions (ABS) to continue providing culturally relevant communications and marketing services for the statewide Black Infant Health (BIH) Public Awareness Campaign (Campaign). The current contract expires June 30, 2024; and to ensure there are no gaps in services while a competitive procurement process is finalized in fiscal year 2024 through a Request for Proposals and the statewide funding is allocated after July 1, 2024, a contract term extension is being requested through September 30, 2024.

At its meeting on February 20, 2024, the City Council authorized a fourth amendment to the contract to increase the contract amount by \$350,000, for a total revised contract amount not to exceed \$950,000.

This matter was reviewed by Deputy City Attorney Anita Lakhani on May 21, 2024, Purchasing Agent Michelle Wilson on May 14, 2024, and Revenue Management Officer Geraldine Alejo on May 20, 2024.

**TIMING CONSIDERATIONS**

City Council action to amend Contract No. 35936 is requested on June 11, 2024, to ensure there is no interruption to services.

**LEVINE ACT**

This item is subject to the Levine Act. The Mayor, Councilmembers, and Commissioners who have received a contribution of more than \$250 within 12 months prior from a party, participant, or their representatives involved in this proceeding may do either of the following: (1) disclose

Honorable Mayor and City Council

June 11, 2024

Page 2

the contribution on the record and recuse themselves from this proceeding; OR (2) return the portion of the contribution that exceeds \$250 within 30 days from the time the elected official knew or should have known about the contribution and participate in the proceeding.

All parties, participants, and their representatives must disclose on the record of this proceeding any contribution of more than \$250 made to the Mayor or any Councilmembers within 12 months prior to the date of the proceeding. The Mayor, Councilmembers, and Commissioners are prohibited from accepting, soliciting, or directing a contribution of more than \$250 from a party, participant, or their representatives during a proceeding and for 12 months following the date a final decision is rendered.

### 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 this contract are completed in accordance with procurement procedures. This contract directly works to address the health disparities faced by the Black community as it provides culturally relevant communications and marketing services for the statewide Black Infant Health Public Awareness Campaign.

### FISCAL IMPACT

The requested action extends the contract term with ABS through September 30, 2024. No additional contract authority is requested as part of the amendment. Sufficient funds are currently appropriated in the Health Fund Group in the Department of Health and Human Services, offset by grant revenue. 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.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Alison King  
Director  
Health and Human Services

APPROVED:



---

THOMAS B. MODICA  
CITY MANAGER