

June 10, 2025

Honorable Mayor and City Council
City of Long Beach
California

RECOMMENDATION:

Recommendation to adopt Specifications No. RFP PW-24-393 and award contracts to Centro C.H.A., Inc., of Long Beach, CA; Ground Education, of Long Beach, CA; Long Beach Community Compost, of Long Beach, CA; Puente Latino Association, Inc., of Long Beach, CA; and The Heart of Ida, of Long Beach, CA, to conduct multilingual waste reduction education events and outreach, in an aggregate amount of \$350,000, authorize a 20 percent contingency in the amount of \$70,000, for a total aggregate amount not to exceed \$420,000, for a period of one year, with the option to renew for three additional one-year periods, at the discretion of the City Manager; and, authorize the City Manager, or designee, to execute all documents necessary to enter into the contract, including any necessary subsequent amendments. (Citywide)

DISCUSSION

City Council approval is requested to enter into contracts with Centro C.H.A., Inc., of Long Beach, CA; Ground Education, of Long Beach, CA; Long Beach Community Compost, of Long Beach, CA; Puente Latino Association, Inc., of Long Beach, CA; and The Heart of Ida, of Long Beach, CA to provide multilingual waste reduction education events and outreach. The selected community-based organizations have language fluency and connections in the English, Spanish, Tagalog, and Khmer-speaking communities of Long Beach. They will conduct multilingual outreach and events on waste reduction, food waste prevention, and recycling.

The Request for Proposals (RFP) was advertised in the Long Beach Press-Telegram on December 13, 2024, and 125 potential proposers who are local community-based organizations were notified of the RFP opportunity. Of those proposers, 68 downloaded the RFP via the City's electronic bid system. There were 14 proposals received on January 2025. Of those 14 proposers, 4 were Minority owned Business Enterprises (MBEs), 4 were Women-owned Business Enterprises (WBEs), 2 were certified Small Business Enterprises (SBEs), and 12 were Long Beach vendors (Local). The selection committee determined that Centro C.H.A. Inc., of Long Beach, CA (MBE, WBE, Local), Ground Education, of Long Beach, CA (WBE, Local), Long Beach Community Compost, of Long Beach Ca (Local), Puente Latino Association Inc., of Long Beach, CA (Local), and the Heart of Ida, of Long Beach, CA (Local), were the most qualified organizations to provide services.

The RFP outlined the criteria for proposal evaluations, including organizational capacity, experience, method of approach, communications and reporting, and reasonableness of cost. Using these criteria, the proposals were evaluated by a selection committee comprised of

representatives from the Public Works Department.

Local Business Outreach

To align with the City's outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses and organizations with registering on the Long Beach Buys platform to download RFP specifications. Through outreach, 81 Long Beach vendors and organizations were notified to submit proposals, of which 33 downloaded and 12 submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors and organizations to expand the bidder pool.

This matter was reviewed by Principal Deputy City Attorney Erin Weesner-McKinley on May 23, 2025, Purchasing Agent Michelle Wilson on May 15, 2025, and Budget Management Officer Nader Kaamoush on May 22, 2025

SUSTAINABILITY

With support from these local organizations, the City will be able to further strengthen waste reduction and diversion programs, including organics and recycling diversion, which support climate initiatives outlined within the Long Beach Climate Action Plan (LB CAP).

TIMING CONSIDERATIONS

City Council action to adopt Specifications No. RFP PW-24-393 and award contracts concurrently is requested on June 10, 2025, to ensure the contracts are in place expeditiously.


FISCAL IMPACT

The total aggregate amount of the contracts will not exceed \$420,000, inclusive of a 20 percent contingency. The cost for the contracts will be fully offset by grant revenue derived from the United States Environmental Protection Agency grant that was approved by City Council on July 16, 2024. There is sufficient appropriation for the contracts in the Refuse/Recycling Fund Group in the Public Works Department. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. The contracts will provide continued support to our local economy by providing employment for 42 Long Beach residents employed by these local organizations.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


Eric Lopez
Director
Public Works

APPROVED:



THOMAS B. MODICA
CITY MANAGER