

Agenda Report

TO: CITY COUNCIL

DATE: AUGUST 22, 2005

FROM: CYNTHIA J. KURTZ, CITY MANAGER

**SUBJECT: APPROVAL OF INCREASE TO CONTRACT WITH LODESTAR
MANAGEMENT/RESEARCH, INC. IN AN AMOUNT NOT TO EXCEED
\$114,183 FOR PROVISION OF MAP CAMPAIGN CONSULTING
SERVICES TO THE PASADENA PUBLIC HEALTH DEPARTMENT**

RECOMMENDATION:

It is recommended that the City Council:

1. Authorize an increase to the contract with Lodestar Management/Research, Inc. in the amount of \$39,250 from \$74,933 to \$114,183 for the provision of MAP Campaign consulting services to the Pasadena Public Health Department.
2. Authorize the City Manager to extend the contract for up to six additional months.

BACKGROUND

The City of Pasadena Public Health Department (PPHD) initiated a strategic planning process in 2001. After identifying the organization's internal vision, purpose and guiding principles, PPHD turned to the community for direction on strategic planning to improve community health. Beginning in October 2003, a design team, comprised of community residents, non-profit agency staff and PPHD staff met for 5 months and helped to develop the outline for the strategic planning process. The design team agreed that the help of a consultant would be critical to the success of the effort. The Department issued an RFP to thirteen consultants that indicated tentative interest in May 2004 and a competitive selection process was conducted in June 2004. Four raters evaluated the responses of six applicants in five selection criteria categories. Lodestar Management/Research, Inc. was selected and awarded a contract in the amount of \$74,933 for the period November 23,

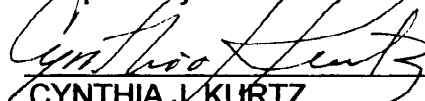
The community health improvement strategic planning effort was launched in October 2004 as the MAP Campaign and has been successful in engaging over 1,400 community residents, staff of non-profit organizations, healthcare providers, school district staff, businesspeople, government officials and City staff in developing a vision and identifying priority issue areas. Four large assessments have been completed (local public health system assessment, community themes and strengths assessment, forces of change assessment and community health status assessment) and two community events were held. The MAP Campaign steering committee has worked closely with the consultant and staff team to guide the process, and in a number of consultant workplan areas the budget and timeline were exceeded because activities and consultant hours were adjusted to ensure success of the activity or assessment.

In order to implement the action planning phase and draft a comprehensive report, an additional 314 consultant hours are needed in the amount of \$39,250. The consultant's contract term will be extended for up to six months to allow an adequate timeframe in which to complete the remaining tasks. The contract increase will be funded by Health Fund reserves, since no grant funding has been identified to-date to continue this important work. The MAP Campaign is a key component in the helping to guide the Department's overall workplan. By continuing to work with Lodestar Management/Research, Inc. PPHD will complete a strategic plan that will have positive outcomes for community health over the next 3 to 5 years.


FISCAL IMPACT:

There will be no change to the Public Health Department's appropriations and revenues as a result of this action. Costs incurred under this contract will be covered by salary savings in the Administration Division (561000-56000) FY 2006 adopted budget..


Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

Prepared by:


Heidi E. Petersen-Leach
Public Health Administrator

Approved by:


Takashi Michael Wada, MD
Health Officer