

# Agenda Report

**TO:** CITY COUNCIL

**DATE:** OCTOBER 19, 1998

**FROM:** CYNTHIA J. KURTZ, CITY MANAGER

**SUBJECT: APPROVAL OF A CONTRACT WITH THE RECONCILIATION FOR ALL PEOPLE FOUNDATION (REAP) FOR INCREASED OUTREACH AND SERVICES TO AT RISK PREGNANT AND PARENTING AFRICAN AMERICAN WOMEN OF CHILD BEARING AGE AND THEIR CHILDREN**

## RECOMMENDATION:

It is recommended that the City Council:

1. Authorize the Purchasing Administrator to issue a Purchase Order Contract in the amount of \$32,000 with the Reconciliation for All People Foundation (REAP) for the provision of services to the Pasadena Public Health Department's Black Infant Health Project for the period of July 1, 1998 through June 30, 1999 with a provision to extend the contract for another year without further City Council approval provided the terms, conditions and pricing remain as stated in the bid proposal, and, upon successful completion of the scope of work for FY 1999; and,
2. Grant a partial exemption from Affirmative Action in Contracting on the basis of PMC 4.09.060 (C) (2) which exempts some competitive selections in the best interest of the City.

## BACKGROUND

The City of Pasadena Public Health Department (PPHD) is one of 16 health jurisdictions targeted in the State to receive Black Infant Health funds. These funds, in the amount of \$196,347 are allocated to reduce African American infant mortality and its underlying causes through a comprehensive community based effort. The program assures that at-risk pregnant and parenting African American women and their infants have access to quality maternal and child health services, and facilitates community networks which empower African-American women in need of prenatal and postpartum services.

Part of the scope of work for this program is to subcontract with a community-based organization that has experience serving low-income women of childbearing age and their children. In early 1998, the Public Health Department issued an RFP and subsequently conducted a competitive selection process. Six raters evaluated four RFPs from four applicant agencies for response to five selection criteria.

Exhibit I delineates the results of the competitive selection process. At the time the Affirmative Action Department was in the process of revising its exemption forms and had temporarily suspended the requirement for EEO/Affirmative Action rating. However, all of the bidders were minority/protected class businesses.

REAP scored highest in 4 of 5 selection criteria with the overall highest score of 88. REAP was awarded the subcontract for services that include conducting job readiness classes, and outreach to the target population to make referrals to the Black Infant Health Project and/or prenatal care or well baby care. Since the contract was executed in the Spring, a maximum of \$22,000 of the anticipated \$30,000 subcontract amount was awarded. This dollar amount excluded the contract from City Council review.

In consideration of the need for continuity of services and building an ongoing relationship of trust and rapport with the community, the RFP stipulated that the contract could be extended for up to two years, through June 30, 2000, if the subcontractor satisfied the scope of work requirements.

REAP provided both individual and population-based outreach and education to the target group, doctors and other service providers, under a purchase order agreement from March through June, 1998, and successfully met the scope of work.

REAP will continue to assist the City in meeting the objectives of the state-funded Black Infant Health Project for FY 1999. These activities include, but are not limited to: 1) cultivating and maintaining partnerships to improve services for at-risk African American pregnant and parenting women; and 2) participating in community events, health forums, and meetings that address the issues related to black infant mortality and morbidity.

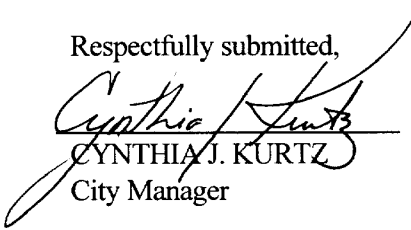
**AFFIRMATIVE ACTION:**

REAP successfully provided these services in FY 1998 under a purchase order agreement and is a minority/protected class firm. Since Affirmative Action criteria were suspended during the selection process, a partial exemption from the Affirmative Action in Contracting Ordinance is requested on the basis of PMC 4.09.060 ( C ) (2) which exempts some competitive selections in the best interest of the City. This contract with the REAP Foundation will maintain continuity of services and will optimize the personal and public health of City residents.


**FISCAL IMPACT:**

Funds for this contract in the amount of \$32,000 have been included in the Public Health Department's FY 1998-99 adopted budget in Budget Account # 564100.

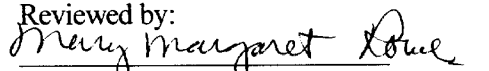
Respectfully submitted,

  
CYNTHIA J. KURTZ  
City Manager

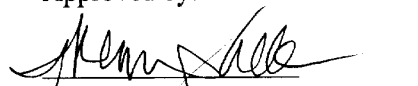
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**EXHIBIT 1**

**PASADENA PUBLIC HEALTH DEPARTMENT  
BLACK INFANT HEALTH RFP  
EVALUATION RESULTS**

BIDDERS	AGENCY DESCRIPTION	LOCAL PREFERENCE	PROGRAM OVERVIEW	SCOPE OF WORK	BUDGET & JUSTIFICATION	TOTAL SCORE
REAP	16	5	28	26	13	88
Healthy Babies Alliance	20	5	21	25	10	81
Bottom Line	11	0	12	11	7	41
CoCop	9	5	8	6	2	30

**Rating Scale:**

Category	MAXIMUM SCORE
Agency Description	20
Local Preference	5
Program Overview	30
Scope of Work	30
Budget & Justification	15
Total	100