

CITY OF BETHLEHEM
INTER-DEPARTMENTAL CORRESPONDENCE

SUBJECT: Request for Approval by City Council of Contract Award or Contract Price Increase Pursuant to City Ordinance, Article 121.05 (a)

Project or Contract Reference: Cedar Crest College-ESRI Consultant

TO: City Council, all members, and Council Solicitor

FROM: Kristen Wenrich, Health Director

DATE: June 7, 2022

On behalf of the Administration, pursuant to City Ordinances, Article 121.05, I request City Council's approval of the following recommendation of the referenced contract award or price increase.

- Check Type of Contract or Change:

_____ The contract is for over \$50,000 and required to be bid under the Third Class City Code. We have advertised the above referenced project and received qualified bids. We recommend award of the contract to the bidder identified and for the reasons stated below.

_____ The recommendation is for a price increase of 10% or more for an existing contract over \$50,000 that was previously bid and awarded under the Third Class City Code.

X The contract is for the engagement of professional services. We have received a proposal for professional services in connection with above referenced project. We recommend award of the contract to:

- Is the contract appropriation or price increase included in this year's budget? X yes ___no
- Identify contract funding sources (general fund, grants, loans, etc.....):
Grant
- The name and address of the recommended Professional Service Provider are:
Cedar Crest College
100 College Drive
Allentown, PA 18104
- Term of contract or estimated completion date, subject to standard extensions:
December 31, 2022

- Description of project or scope of services to be provided:

The scope of work consists of facilitation of core team sessions with key stakeholder and focus groups with community members. The Bethlehem Health Bureau is working with a team of public health experts from ESRI and they will take the lead on compiling secondary data through their application. The consultant will be expected to work with ESRI to coordinate primary data collected through surveys, focus groups and key stakeholder meetings. This includes data analysis and visualization.

The Bethlehem Health Bureau loosely follows the MAPP (Mobilizing Action through Planning and Partnerships) framework. MAPP is a community driven strategic planning process for improving community health. The six phases of the MAPP process (completed during the key stakeholder sessions and focus groups) are:

1. Organization of the process and identification of core planning group.
2. Development of an overall, shared vision of the health in the community.
3. Four Assessments:
 - a. Community Themes and Strengths Assessment
 - b. Local Public Health System Assessment
 - c. Community Health Status Assessment
 - d. Forces of Change Assessment
4. Identification of strategic issues
5. Formulation of goals and strategies

Deliverables

- A minimum of four focus groups will be held with community members reflective of the demographic make-up of Bethlehem.
 - A minimum of two planning sessions with the Bethlehem Health Bureau team along with periodic check-ins throughout the process.
 - A total of 3-4 key stakeholder meetings following the MAPP framework.
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- State the actual or estimated price to the City or the proposed Department budget allowance for the initial term; and state payment rate per unit of service if applicable:
\$5,100
 - Number of renewal term options and duration of each renewal, if any:
N/A
 - Maximum dollar value of all renewals provided for beyond the original term as if all renewals were exercised:
 - Reasons for recommendation of Administration and Council approval of contract:
Cedar Crest has expertise in conducting community health needs assessments (CHNA) for various organizations and assisted the Health Bureau during the last CHNA process.

Please approve this recommendation by passing the accompanying resolution. A vote of final approval is requested at the first City Council agenda listing of this matter.

By: _____
Department Head

Copies To: Mayor
Director of Administration
Director of Budget and Finance
Law Bureau
Purchasing Bureau
Controller
Project Manager
Attachment: proposed resolution

RESOLUTION NO. _____

Authorization for Contract or Amendment under Article 121.05(a)

BE IT RESOLVED by the Council of the City of Bethlehem that the Mayor and the Controller and/or such other City officials as deemed appropriate by the City Solicitor, are hereby authorized to execute a Contract or Amendment and such other agreements and documents as are deemed by the City Solicitor to be necessary and/or related thereto, with the following named contractor, for the uses and purposes indicated in the supporting Recommendation of Award of Bid or Contract dated

1. Name of Contractor: Cedar Crest College
2. Project or Contract Reference: ESRI Consultant

Sponsored by _____

ADOPTED by Council this _____ day of _____, 20____.

President of Council

ATTEST:

City Clerk