

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: 2025 50 Health Bureau Strategic Plan

TO: City Council, all members, and Council Solicitor

FROM: Kristen Wenrich, Health Director

DATE: November 20, 2025

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 and reviewed a proposal or proposals for professional services in connection with above referenced project or requirement for professional services. We recommend award of the contract.

- 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.....):
Workforce Development grant (0302-42213)
- The name and address of the recommended Contractor/Vendor/Professional Service Provider/Lowest Responsible Bidder are:
Capacity for Change, LLC
911 General Wayne Drive
West Chester, PA 19382

- Term of contract or estimated completion date, subject to standard extensions:
June 30, 2026 completion date
- Description of project or scope of services to be provided:
Capacity for Change will assist the Bethlehem Health Bureau with the creation of a new strategic plan. The scope of services includes:
 1. Review relevant organizational governance, programmatic, and financial documents, reports and publications, as well as current Accreditation Standards.
 2. Facilitate six monthly 90-minute strategic planning meetings via Zoom videoconference with the Health Director and key staff to complete the following tasks:
 - a. Review the current strategic plan and secondary data to identify issues for potential inclusion in the strategic plan (January 2026).
 - b. Review and approve survey and listening session methodologies and logistics (February 2026).
 - c. Review external scan data and perform a SWOT analysis (March 2026).
 - d. Review key findings from the survey and listening sessions (April 2026).
 - e. Prioritize issues and develop draft strategic goals and objectives (May 2026).
 - f. Review and finalize the draft strategic plan (June 2026).
 3. Field and analyze the results of an online strategic planning survey for key stakeholders.
 4. Field and analyze the results of two 60-minute online listening sessions with staff.
 5. Conduct an external scan of national trends and promising practices.
 6. Design, draft, edit, and deliver the Bethlehem Health Bureau Strategic Plan 2026 – 2028 for Health Director review and approval.
 7. Manage the project, including ongoing communication via phone, email, video conference, and online collaboration tools as needed.
- 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:
\$14,700
- 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:
N/A
- Reasons for recommendation of Administration and Council approval of contract:

Capacity for Change has facilitated the last two strategic planning processes for the Bethlehem Health Bureau and has developed a strong understanding of our operations, priorities, and community context. They also bring extensive expertise in strategic planning, making them well-positioned to support our next planning effort.

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

Attachment: proposed resolution

RESOLUTION NO. 2025-_____

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.

1. Name of Contractor: Capacity for Change, LLC
2. Project or Contract Reference: 2025 50 Health Bureau Strategic Plan

Sponsored by: /s/ _____

ADOPTED by Council this _____ day of _____, 2025.

/s/ _____

President of Council

ATTEST:

/s/ _____

City Clerk