



Office of the City Manager

01

RECESS ITEM
CONSENT CALENDAR
April 14, 2020

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Kelly Wallace, Interim Director, Health, Housing and Community Services
Subject: Contract: Sonya Dublin Consulting as the External Evaluator for Public Health Division, Tobacco Prevention Program

RECOMMENDATION

Adopt a Resolution ratifying the action taken by the City Manager during recess to execute a contract and any amendments with Sonya Dublin Consulting as the External Evaluator for Health, Housing and Community Services Public Health Division's Tobacco Prevention Program, in an amount not to exceed \$93,600, for a term ending June 30, 2021.

FISCAL IMPACTS OF RECOMMENDATION

Funding for the external evaluator is available through Local Lead Agency funding through California Tobacco Control Program (CTCP). Total funds available in FY 2020 \$62,400 and funds available in FY 2021 total \$31,200 in budget code 157-51-506-559-2053-000-451-612990 (\$93,600 total).

CURRENT SITUATION AND ITS EFFECTS

The City of Berkeley receives funding from the California Tobacco Program as a Local Lead Agency and is required to contract with an external evaluator as part of the program's contract deliverables.

BACKGROUND

As a Local Lead Agency receiving funding from the California Tobacco Program, the City of Berkeley is required to contract with an external evaluator that is responsible for designing the evaluation plan and providing consultation on the entire scope of work; developing data collection instruments, protocols, and methodology; analyzing data; and preparing evaluation reports. The external evaluator reports to the Tobacco Control Program Director, will work in partnership with the Internal Evaluator, and will execute a variety of evaluation-related tasks. On November 12, 2019, the City of Berkeley City Council approved the formal bid for an external evaluator for the Tobacco Prevention Program. An RFP was released to potential bidders on November 14, 2019 and closed December 3, 2019. The ranking and selection process concluded on December 20, 2019 and Sonya Dublin Consulting was ranked as the top proposal submitted.

Approval for Sonya Dublin Consulting Contract, External Evaluator, Public Health Division,
Tobacco Prevention Program

RECESS ITEM
CONSENT CALENDAR
April 14, 2020

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

RATIONALE FOR RECOMMENDATION

Execution of this contract will allow the City of Berkeley's Tobacco Prevention Program to comply with the California Tobacco Control Program's external evaluator requirement as a Local Lead Agency awardee.

ALTERNATIVE ACTIONS CONSIDERED

Failure to contract with an external evaluator would render the City of Berkeley's Tobacco Prevention Program unable to complete program deliverables and would place the City of Berkeley out of compliance with its contract with the State.

CONTACT PERSON

Janice Chin, Public Health Division Manager, HHCS, (510) 981-5121

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT NO. 20-11358C: SONYA DUBLIN CONSULTING FOR THE PROVISION OF EXTERNAL EVALUATOR FOR THE HEALTH, HOUSING AND COMMUNITY SERVICES PUBLIC HEALTH DIVISION'S TOBACCO PROGRAM

WHEREAS the Health, Housing & Community Services Department's Public Health Division Tobacco Prevention Program, as a State funded LLA grantee, fosters collaboration and engagement in grassroots community mobilization activities to support social norm change and education to reduce tobacco use and address the tobacco industry strategies through a comprehensive tobacco control plan.

WHEREAS, on December 3, 2019, two proposals were submitted and a review panel determined Sonya Dublin Consulting best matched the selection criteria; and

WHEREAS, Local Lead Agency funding is available through the California Tobacco Control Program (CTCP) for FY20-FY21 in budget code 157-51-506-559-2053-000-451-612990 (\$93,600 total).

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the Council ratifies the action taken by the City Manager or her designee to execute a contract and any amendments with Sonya Dublin Consulting to provide external evaluation services for the Health, Housing & Community Services Department's Public Health Division Tobacco Prevention Program through June 30, 2021 in a total amount not to exceed \$93,600. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.

