



Office of the City Manager

08

CONSENT CALENDAR
April 14, 2026

To: Honorable Mayor and Members of the City Council
From: Paul Buddenhagen, City Manager
Submitted by: Scott Gilman, Director, Health, Housing, and Community Services
Subject: Contract No. 32200185 Amendment: Sonya Dublin Consulting to Provide Evaluation Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager, or designee, to execute an amendment and any subsequent amendments or extensions to Contract No. 32200185 with Sonya Dublin Consulting for evaluation services. The amendment would increase the contract amount by \$62,400, for a total not-to-exceed amount of \$171,600.

FISCAL IMPACTS OF RECOMMENDATION

Funding for the external evaluator is available through Local Lead Agency funding through the California Tobacco Control Program (CTCP) in budget code 157-51-506-559-2053-000-451-612990. The not-to-exceed amount of the contract is currently \$109,200 and the amendment will increase the limit by \$62,400 for a total not-to-exceed amount of \$171,600.

CURRENT SITUATION AND ITS EFFECTS

Through the Health, Housing and Community Services Department's Public Health Division (HHCS/PHD), the City of Berkeley receives grant funding from the California Tobacco Control Program as a Local Lead Agency and is required to contract with an external evaluator as part of the program's contract deliverables.

Effective January 1, 2026, local agencies are required to satisfy noticing requirements for certain contracts for services that meet the criteria outlined in Government Code Section 3504.1 as amended by AB 339. This project does not meet the criteria in Government Code Section 3504.1 and is exempt from the noticing requirement.

BACKGROUND

As a Local Lead Agency receiving funding from the California Control Tobacco Program, HHCS/PHD 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 coordinates

with the Tobacco Control Program Director and will execute a variety of evaluation-related tasks.

This service is specialized because Sonya Dublin is an approved evaluator of the California Tobacco Control Program (CTCP), the grant funder of the City of Berkeley Tobacco Prevention Program. She has conducted evaluation services for the City of Berkeley's Tobacco Prevention Program and the California Tobacco Control Program (CTCP) for the past two years and has extensive, intimate knowledge of the program, datasets, and evaluation plan that would provide the necessary continuity in the upcoming funding cycles.

On February 21, 2022, HHCS/PHD entered into Contract No. 32200185 for a total amount not to exceed \$15,600 and for a term from February 21, 2022, to June 30, 2022.

On June 2, 2022, HHCS/PHD, extended the term of the contract to June 30, 2025, and all other aspects of the contract remained the same. On July 26, 2022, the HHCS/PHD amended Contract No. 32200185 with Sonya Dublin Consulting by Resolution No. 70,462-N.S., adding \$93,600 for a contract total amount not to exceed \$109,200 and the term of the contract to June 30, 2025. On April 25, 2025, HHCS/PHD amended Contract No. 32200185 with Sonya Dublin Consulting extending the term of the contract to June 30, 2027, all other aspects of the contract remained the same.

This grant cycle concludes in FY2027. The City of Berkeley will conduct a new RFP process in the new grant cycle, which begins on July 1st, 2027 (FY 2028).

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no identifiable environmental effects, climate impacts, or sustainability 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

City Council could consider not approving the contract amendment. However, 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 California Tobacco Control Program.

CONTACT PERSON

JoAnn Evangelista, Sr. Health Services Program Specialist, HHCS, 510-981-7710

Attachments:
1: Resolution

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

CONTRACT NO. 32200185 AMENDMENT: SONYA DUBLIN CONSULTING TO
PROVIDE EVALUATION SERVICES

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; and

WHEREAS, the City of Berkeley entered into Contract No. 32200185 on February 21, 2022, for a total amount not to exceed \$15,600 and for a term from February 21, 2022, to June 30, 2022, and

WHEREAS, the City of Berkeley on June 2, 2022, extended Contract No. 32200185 with Sonya Dublin Consulting extending the term of the contract to June 30, 2025, all other aspects of the contract remained the same, and

WHEREAS, the City of Berkeley on July 26, 2022, amended Contract No. 32200185 with Sonya Dublin Consulting by Resolution No. 70,462-N.S., adding \$93,600 for a contract total amount not to exceed \$109,200 and the term of the contract to June 30, 2025, and

WHEREAS, the City of Berkeley on April 25, 2025, extended Contract No. 32200185 with Sonya Dublin Consulting extending the term of the contract to June 30, 2027, all other aspects of the contract remained the same, and

WHEREAS, Local Lead Agency funding is available through the California Tobacco Control Program (CTCP) for Fiscal Year 2023 through Fiscal Year 2027 in budget code 157-51-506-559-2053-000-451-612990 (\$171,600 total).

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager or designee is authorized to execute an amendment to Contract No. 32200185, and any subsequent amendments or extensions with Sonya Dublin Consulting to provide external evaluation services for the Health, Housing & Community Services Department's Public Health Division Tobacco Prevention Program, adding \$62,400 for a total amount not to exceed \$171,600 through June 30, 2027. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.