



Office of the City Manager

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CONSENT CALENDAR
May 25, 2021

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Lisa Warhuus, Director, Health, Housing and Community Services
Subject: Contract: Multicultural Institute for COVID -19 Outreach and Health Education Activities

RECOMMENDATION

Adopt a Resolution authorizing the City Manager or her designee to execute an expenditure contract and any amendments or extensions thereto with Multicultural Institute in the amount not to exceed \$100,000 for the period June 1, 2021 through June 30, 2022 for COVID-19 outreach services to the Latinx community; particularly the day laborer and domestic worker community.

FISCAL IMPACTS OF RECOMMENDATION

Funding for the Multicultural Institute contract includes funding from the Heluna Health ELC Cares Covid Grant ERMA GL Account 336-51-501-503-2075-000-451-612990.

CURRENT SITUATION AND ITS EFFECTS

Multicultural Institute has been working with the City of Berkeley on COVID-19 emergency response activities, including coordination of testing events with the Berkeley Latinx community and outreach assistance for COVID-19 testing services. This partnership has been critical to the City's COVID-19 response, as the Latinx community has been disproportionately impacted by the pandemic. This contract will allow for Multicultural Institute to invest in additional resources to focus culturally and linguistically appropriate outreach and health education efforts towards ongoing outreach, testing, vaccination, and support efforts for the Latinx community; particularly among the vulnerable populations of day laborers and domestic workers.

BACKGROUND

The City of Berkeley has a longstanding partnership with the Multicultural Institute in support of its mission of accompanying immigrants in their transition from poverty and isolation to workforce participation and prosperity. Multicultural Institute is a dynamic, learning-centered organization committed to improving the quality of life of the people they serve.

Multicultural Institute offers linguistically and culturally appropriate services to increase access to COVID-19 resources through education and outreach efforts. They have

implemented a number of COVID-19 response activities, including offering: (1) COVID-19 updates, preventive measures, and resources, (2) PPE distribution, (3) COVID testing and vaccination on-site and health support/referrals.

Multicultural Institute's target populations are day laborers, domestic workers, and other low-income families. Multicultural Institute makes it a priority to serve monolingual Spanish speakers, those that are uninsured, and those that do not benefit from a regular primary health care provider.

ENVIRONMENTAL SUSTAINABILITY

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

RATIONALE FOR RECOMMENDATION

Multicultural Institute has built trust and relationships with monolingual Spanish speaking families, and other low-income individuals. Because of this work, Multicultural Institute has first-hand knowledge of the community's needs and is able to directly reach this population. Organizational leaders and staff have the cultural competence needed to serve the target community. Staff is composed of first and second-generation immigrants whose first language is Spanish, allowing them to colloquially and professionally communicate with the immigrant communities served. These qualities make Multicultural Institute an effective and necessary partner in community outreach and health education to primarily monolingual Spanish speaking community members encouraging the informed use of COVID-19 testing and vaccination services.

ALTERNATIVE ACTIONS CONSIDERED

Although there are other organizations that serve the Latinx communities in Berkeley, Multicultural Institute's focus and established relationships with the day laborer and domestic worker populations is critically to strengthen the City's equity approach to addressing COVID-19.

CONTACT PERSON

Janice Chin, Public Health Division Manager, HHCS, (510) 981-5212

Attachments:

1: Resolution

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

CONTRACT: MULTICULTURAL INSTITUTE COVID-19 OUTREACH AND HEALTH
EDUCATION

WHEREAS, the City of Berkeley has a long standing partnership with Multicultural Institute in serving monolingual Spanish speakers, who are uninsured and those that do not benefit from a regular primary health care provider, particularly day laborers and domestic workers.

WHEREAS, Multicultural Institute provides linguistically and culturally appropriate services and has been actively engaged in COVID-19 response activities with the Latinx communities in Berkeley.

WHEREAS, funds are available to perform this work in the current year budget in the ERMA GL Account 336-51-501-503-2075-000-451-612990.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager or her designee is authorized to execute an expenditure contract and any amendments or extensions thereto with Multicultural Institute in the amount of \$100,000 for the period of June 1, 2021 through June 30, 2022 for the providing outreach and health education and coordination efforts around COVID-19 testing and vaccination services. A record signature copy of said contract and amendments to be on file in the City Clerk Department.

