



Office of the City Manager

CONSENT CALENDAR
October 26, 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 No. 32100019 Amendment: Sonya Dublin Consulting as the External Evaluator, Tobacco Prevention Program

RECOMMENDATION

Adopt a Resolution authorizing the City Manager or her designee to execute an amendment to Contract No. 32100019 with Sonya Dublin Consulting as the External Evaluator for Health, Housing and Community Services Public Health Division's Tobacco Prevention Program, increasing the amount by \$9,900 for a total amount not to exceed \$103,500, and extending the contract through December 31, 2021.

FISCAL IMPACTS OF RECOMMENDATION

Funding for the external evaluator is available through Local Lead Agency funding through the California Tobacco Control Program (CTCP). The original amended contract is currently in the amount of \$93,600 NTE and the amendment will increase the limit by \$9,900 (ERMA GL 157-51-506-559-2053-000-451-612990) for a total not to exceed amount of \$103,500. The contract end date will be extended to December 31, 2021.

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.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no identifiable environmental effects or climate impacts 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) 981-5212

Attachments:

1: Resolution

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

Contract No. 32100019 AMENDMENT: SONYA DUBLIN CONSULTING AS THE EXTERNAL EVALUATOR, TOBACCO PREVENTION 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; and

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

WHEREAS, on July 1, 2014, Contract 9709 was previously executed; and

WHEREAS, Local Lead Agency funding is available through the California Tobacco Control Program (CTCP) for FY21 in budget code 157-51-506-559-2053-000-451-612990 (\$103,500 total).

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager or her designee is authorized 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, adding \$9,900 for a total amount not to exceed \$103,500, and extending the contract through December 31, 2021. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.