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Title: RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING THE REQUEST FOR PROPOSALS FOR PROGRAMS AND SERVICES FOR CHILDHOOD OBESITY PREVENTION FOR FISCAL YEAR 2020/21

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Attachments: 1. RES 2020-### RFP Childhood Obesity Prevention Programs & Services FY2020-21, 2. RFP Childhood Obesity Prevention Grant Prog FY2020-21

Date	Ver.	Action By	Action	Result
3/17/2020	1	City Council	adopted as amended	Pass

PREPARED BY: GREG DWYER

DATE OF MEETING: 03/16/20

SUBJECT:

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING THE REQUEST FOR PROPOSALS FOR PROGRAMS AND SERVICES FOR CHILDHOOD OBESITY PREVENTION FOR FISCAL YEAR 2020/21

CITY MANAGER RECOMMENDATION

Adopt Resolution

COMPLIANCE STATEMENTS

Improve Connections to Healthy Eating/Active Living is an adopted policy item under the FY 2019-21 City Council Priority Work plan, effective March 1, 2019.

CEQA Compliance Statement

This is not a project as defined by CEQA

BACKGROUND

On April 2, 2018, City Council adopted Resolution 2018-047, which dedicated an annual revenue source from the City’s adopted Digital LED Billboard Annual Revenue (\$100,000 in FY 2018/19 and 20% of Billboard revenue not to exceed \$100,000 annually thereafter). On April 16, 2018, City Council also adopted Resolution 2018-059, which authorized a portion of Annual Sales Tax Revenue from Measure Q to fund childhood obesity prevention programming (25 percent not to exceed \$200,000 annually) with both resolutions set to be effective at the start of Fiscal Year 2019. The combination of these two funding sources equated to \$300,000 in annual funding for programs and services to combat childhood obesity in San Pablo.

With a sustainable funding mechanism in place, Resolution 2018-099 was passed which authorized

City staff to proceed with development of a new policy framework for future RFP/RFQ programming. This resolution allowed staff to solicit proposals for future contracts and services from local community service or non-profit organizations interested in providing new Childhood Obesity Prevention (COP) programming during FY 2018/19.

On July 2, 2018, City Council adopted Resolution 2018-100, authorizing the transformation of the Childhood Obesity Prevention Task Force into a new 5-member Childhood Obesity Prevention Advisory Group (COPAG) that would assist City staff with annual RFP/RFQ evaluation, and with contract and program administration with childhood obesity prevention contract services. COPAG would also make appropriate recommendations in collaboration with City staff to the City Council for contract award. Given the timing and start of the inaugural program, the COPAG had not been formed yet; therefore, City staff took the lead for the first year of the new program (FY 2018/19).

Programming Years of COP Funding:

- **FY 2018/19 COP Programming Cycle (Year One)**

On September 17, 2018, City Council adopted Resolution 2018-124, authorizing the execution of contracts for services with seven agencies to provide programs and services that would combat childhood obesity in San Pablo for FY 2018/19.

- **FY 2019/20 COP Programming Cycle (Year Two)**

On June 17, 2019, City Council adopted Resolution 2018-124, authorizing the execution of contracts for services with six agencies to provide programs and services that would combat childhood obesity in San Pablo for FY 2019/20, which is still in progress.

Community Services Standing Committee Recommendation for FY 2020/21 COP Programming (Year Three)

On March 4, 2020, this item was taken before the Community Services Standing Committee (Pineda/Cruz) where members unanimously recommended the item be moved forward to City Council to approve the updated RFP for the upcoming FY 2020/21 programming cycle as outlined in Attachment A.

LOCAL ECONOMIC OPPORTUNITY POLICY

All contract providers will need to demonstrate their proposed approach to maximize employment of San Pablo residents (if applicable) in fulfilling activities undertaken with the City's program funds, and their proposed approach to maximize utilization of small local businesses operating in San Pablo, in accordance with the City's adopted Local Economic Opportunity Policy. These proposed approaches will be included in the scoring and ranking of the proposals.

In addition to any other approach proposed by the Contractor in its proposal, pursuant to the San Pablo Economic Opportunity Policy, the Contractor shall contact the San Pablo Economic Development Corporation ("EDC" at info@sanpabloedc.org <<mailto:info@sanpabloedc.org>> or 510-215-3200) at least ten business days prior to hiring or staffing for fulfillment of services pursuant to any agreements resulting from this RFP/RFQ, describing the number of available positions, duties and qualifications needed for those positions, and shall fairly consider for employment any workers referred by the EDC within three business days. "Local Resident" means an individual having an adjusted household income of less than the Area Median Income for Contra Costa County, and domiciled in the City of San Pablo as of the relevant hiring date, with "domiciled" as defined by Section 349(b) of the California Election Code. Discrimination against Local Residents on the basis of their local status is prohibited.

In addition to any other approach proposed by the Contractor in its proposal, Contractor shall contact the San Pablo Economic Development Corporation (the "EDC" at info@sanpabloedc.org <<mailto:info@sanpabloedc.org>> or 510-215-3200) at least two weeks prior to any subcontract award, providing notice and details regarding the contracting opportunity. The EDC shall notify qualified local businesses of the contracting opportunities, and provide technical assistance to qualified local businesses during any contracting or bidding process.

FISCAL IMPACT

This resolution approves the issuance of an RFP for childhood obesity prevention services, which by itself, does not create a fiscal impact other than staff time spent preparing the RFP and convening the COPAG. The RFP supports City efforts to curb childhood obesity, which programs are sustained by two dedicated funding sources: (1) revenue from the City's adopted Digital LED Billboard Annual Revenue (i.e. a maximum of \$100,000 or 20 percent of annual billboard revenue not to exceed \$100,000 annually thereafter); and (2) a portion of annual sales tax revenue from Measure Q programming (approximately 25 percent, not to exceed \$200,000 annually). The combination of these two funding sources means that up to \$300,000 is available for programs and services to combat childhood obesity in San Pablo.

Attachment: RFP/RFQ document for Childhood Obesity Prevention Programs FY 2020/21