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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 2019/20

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Attachments: 1. RESO 2019-057 RFP/RFQ For Childhood Obesity Prevention Programs, 2. Attachment A: RFP FY 19/20 Childhood Obesity Prevention

Date	Ver.	Action By	Action	Result
4/16/2019	1	City Council	adopted	Pass

PREPARED BY: GREG DWYER

DATE OF MEETING: 04/15/19

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 2019/20

CITY MANAGER RECOMMENDATION

Adopt Resolution

COMPLIANCE STATEMENTS

Develop Childhood Obesity Prevention Task Force // Strategic Work Plan is an adopted policy item under the FY 2018-21 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 the new fiscal year of 2018. 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 a 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 period.

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, contract and program administration with childhood obesity prevention contract services, and to 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).

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. Staff is still working with those agencies to complete the first year of the grant cycle and will be reporting back to City Council sometime after June 30, 2019. Also during this time, the City has openly accepted applications for the COPAG. Currently the COPAG consists of four members and the City is accepting applications for the fifth and final member.

FY 2019/20 COP Programming Cycle (Year Two)

While running year one of the COP funding cycle, staff has been concurrently working with the members of the COPAG in preparation for year two of the COP funding release for FY 2019/20. City staff worked closely with the COPAG members to refine and streamline the process for year two of the grant cycle, as well as moving up the release and deadline dates, which would allow future applicants to include summer programs if they choose to do so.

Community Services Standing Committee Recommendation

On April 3, 2019, this item was taken before the Community Services Standing Committee (Xavier/Cruz) where members unanimously supported the recommendation to move forward to City Council to approve the updated RFP for the upcoming FY 2019/20 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 number, duties and qualifications needed for available 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. 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 \$300,000 is available for programs and services to combat childhood obesity in San Pablo.

Attachment A: RFP/RFQ document for Childhood Obesity Prevention Programs