



Legislation Text

File #: #18-300, Version: 1

PREPARED BY: GREG DWYER

DATE OF MEETING: 09/17/18

SUBJECT:

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO (1) APPROVING STAFF RECOMMENDATIONS FOR CHILDHOOD OBESITY PREVENTION PROGRAMS FOR FISCAL YEAR 2018/19; AND (2) AUTHORIZING THE CITY MANAGER TO EXECUTE GRANT AGREEMENTS/CONTRACTS WITH ELIGIBLE AGENCY PROVIDERS FOR CHILDHOOD OBESITY PREVENTION PROGRAMS FOR A TOTAL AMOUNT NOT TO EXCEED \$300,000 FOR FISCAL YEAR 2018/19

CITY MANAGER RECOMMENDATION

Adopt Resolution

COMPLIANCE STATEMENTS

Develop Childhood Obesity Prevention Task Force//Strategic Work Plan are adopted policies contained in the FY 2018-21, effective November 1, 2017.

CEQA Compliance Statement

Not a project under CEQA.

BACKGROUND

Upon formal establishment of new dedicated revenue streams to fund childhood obesity prevention programming in FY 2018/19, the City Council authorized City staff per City Council Resolution 2018-059 adopted on April 21, 2018 to proceed with development of a new policy framework to be used as the basis for an RFP/RFQ process to solicit proposals for future contracts and services from local community service or non-profit organizations interested in providing new childhood obesity prevention programming during the FY 2018/19 period. The new RFP/RFQ policy framework was developed, reviewed and recommended by the Community Services Standing Committee (Calloway/Morris) on June 11, 2018, and adopted by City Council on July 2, 2018, Resolution 2018-099.

New COP Advisory Group for FY 2018/19

On July 2, 2018, City Council adopted Resolution 2018-100, transforming the existing COPTF into a new five-member Childhood Obesity Prevention Advisory Group (Advisory Group) to coincide with the adoption of the new RFP/RFQ process authorized by previous City Council action the same evening. The newly proposed Advisory Group will be established by City Council Resolution which may be revised periodically by City Council action.

The final meeting of the former COPTF occurred on Wednesday, July 25, 2018 with the intention of having current members conclude official business and provide five member recommendations for the new Advisory Group per the general guidelines adopted by Resolution. However, due to a lack of

a formal quorum at the final COPTF meeting, City staff was unable to move forward with the applications received that evening since there were no formal recommendations by the COPTF as outlined in Resolution 2018-100.

City Staff received formal authority from the City Council by Resolution 2018-108 to open up the appointment process publicly for a period of 30 days through the City Clerk's Office. The City Council would then administer the appointment process through formal interview and appointment once there are sufficient number of qualified candidates during the approved appointment timeline. City staff members intended to meet and confer with the qualified candidates to review the proposals once the appointive process was completed by the City Council. However, due to limited number of qualified candidates and a lack of quorum for a Special City Council meeting scheduled on September 11, 2018 for their consideration, no formal appointments have been made by majority vote of the City Council to the Advisory Group at this time. Therefore, City staff members have continued to proceed with implementation of the RFP/RFQ process under the suppressed timeline during FY 2018/19 as directed by the City Manager pursuant to Resolution 2018-099 until all appointments are officially made by the City Council to the Advisory Group.

Funding Allocation Plan for FY 208/19

The City received proposals from local community service or non-profit organizations interested in providing new childhood obesity prevention programming during the FY 2018/19 period in response to the RFP/RFQ. The proposals were evaluated on the following factors, including proposed approaches to local contracting and local employment as outlined in the City's Local Economic Opportunity Policy:

Selection Criteria

The proposals were evaluated and scored based on the following criteria:

- 1. Completeness of the RFP/RFQ
- 2. Understanding of the project scope
- 3. Experience with similar kinds of project
- 4. Number of San Pablo Residents to be served
- 5. Development, Management, and Evaluation of project
- 6. Proposed approach to local hiring and local contracting
- 7. References

EVALUATION SHEET		
Criteria	Maximum Points	Rating
Completeness of the RFP/Understanding of the project scope	15	
Experience with similar kinds of projects	15	
Number of San Pablo Residents to be served	15	
Development, Management, and Evaluation of project	25	
Proposed approach to local hiring and local contracting	10	
References	20	

Total	100	
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Due to the suppressed timeline for FY 2018/19 implementation of the City's childhood obesity programming, City staff members have successfully evaluated all proposals received, and seek City Council authorization to execute said contracts awards with said agencies/organizations, effective October 1, 2018 through June 30, 2019, as follows:

Agency	Amount Requested	Recommended FY 2018/19
Lead2Play-Student led, play-based programs that promote physical activity at Helms Middle and Lake Elementary.	\$25,000.00	\$25,000.00
Fresh Approach-To offer Freshest Cargo and VeggieRx Nutrition and Cooking programming at West County Health Center, Lifelong Brookside San Pablo Clinic, Contra Costa College and another site to be determined.	\$49,862.21	\$49,862.21
Bay Area Community Resources-To offer health and wellness activities to provide at Helms Middle, Dover, and Downer Elementary Schools.	\$48,300.00	\$48,300.00
Boys and Girls Club of Contra Costa-To offer Triple Play program which includes Mind, Body, and Soul Components at Helms Middle School.	\$70,000.00	\$70,000.00
West County Digs-To offer Health and Wellness programming at Dover Elementary School	\$50,000.00	\$50,000.00
Contra Costa County/County Library-To provide library programs designed to increase the health and wellness of children in San Pablo.	\$13,000.00	\$13,000.00
Contra Costa County Health Services-To offer active outdoor programs and activities at parks with naturalists and fitness instructors.	\$67,200.00	\$43,837.79
*Coco Kids-To provide produce deliveries to licensed child care provider community who reside in San Pablo and are on the Child and Adult Care Food Program under the sponsorship of CocoKids.	\$40,000.00	\$0
*Royal King Academy-To assist and curtail obesity in our communities and to establish a strong foundation of understanding, implementation and positive reinforcement with DANCE and PE-physical activity.	\$30,000.00	\$0
*Forza Vital-To offer a program based on movement-dance, well balanced excusable-applicable nutrition programs, meal preparation and fun Fitness.	\$30,000.00	\$0
Grand Total:	\$423,362.21	\$300,000

*Funding not recommended to these agencies for a variety of reasons ranging from approach and management plan, number of community members served, and lack of information provided to evaluate proposals.

FISCAL IMPACT

The budget for FY 2018/19 Childhood Obesity Prevention activities was approved on April 2, 2018,

when City Council adopted Resolution 2018-047, which dedicated and appropriated 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% not to exceed \$200,000 annually) with both resolutions set to be effective July 1, 2018. The combination of these two funding sources means that \$300,000 in new funding is already approved to support childhood obesity prevention programming in San Pablo, and no new appropriations are needed this fiscal year. Note: Due to the suppressed timeline for contract award and initiation of said services, all funding appropriated by the City Council for said contract awards may not be fully expended by all agencies/organizations due to the suppressed 8-9 month program implementation period during FY 2018/19.

BUDGETARY SOURCES

Fund Name	Account Number	Amount FY 18/19
Measure Q	100-5110-44050-MEA-Q13	\$200,000
LED Marketing Signage	100-5110-44050-COP-AG1	\$100,000
	Total Budget	\$300,000

ATTACHMENTS

- Attachment A: Lead2Play
- Attachment B: Fresh Approach
- Attachment C: Bay Area Community Resources (BACR)
- Attachment D: Boys and Girls Club of Contra Costa
- Attachment E: West County DIGS
- Attachment F: Contra Costa County Library
- Attachment G: Contra Costa County Health Services
- Attachment H: CocoKids
- Attachment I: Royal King
- Attachment J: Forza Vital