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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

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Attachments: 1. RESO 2018-099 RFP/RFQ For Childhood Obesity Prevention Programs, 2. RFP/RFQ Document

Date	Ver.	Action By	Action	Result
7/3/2018	1	City Council	adopted	Pass

PREPARED BY: ANDREA MENDEZ

DATE OF MEETING: 07/02/18

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

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 November 1, 2017.

CEQA Compliance Statement

This is not a project as defined by CEQA

BACKGROUND

On January 9, 2012, City Council authorized the establishment of a Citywide Childhood Obesity Prevention Task Force (COPTF), Resolution 2012-008, to develop an overall Strategic Plan for addressing the growing childhood obesity epidemic in San Pablo. There also was a COPTF Steering Committee that assisted in guiding the work of the COPTF.

Over the next year and half, the COPTF worked with the COPTF Steering Committee, City staff, and outside consultants to create a Community Action Plan (CAP), which was presented and adopted by the City Council in April 2014, Resolution 2014-063. The CAP was a document that outlined a variety of programs and policy recommendations for the COPTF that annually guided the COPTF work of reducing childhood obesity in San Pablo.

Through FY2015/16 and FY2016/17, the San Pablo City Council provided a total of \$100,000 in one-time discretionary funding (\$50,000 each over those two fiscal years) to assist the COPTF in addressing a number of the policy and program recommendations outlined in the CAP, such as providing low-cost healthy eating active living recreational classes, community outreach materials/information, and minor capital improvements to the San Pablo park facilities. Still there was a need to seek a sustainable revenue source to continue to address the ongoing need to eradicate childhood obesity in San Pablo.

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 July 1, 2018. The combination of these two funding sources means that \$300,000 in new funding will now be available for programs and services that will combat childhood obesity in San Pablo.

With a sustainable funding mechanism in place, Resolution 2018-059 also authorized city staff to proceed with development of a new policy framework for a future RFP/RFQ programming 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 FY 2018/19 period.

At a regularly scheduled COPTF meeting on May 23, 2018, the COPTF assisted staff in making recommendations and creating a draft RFP/RFQ policy framework.

On June 11, 2018, the draft RFP/RFQ policy framework was reviewed and approved by the Community Services Standing Committee (Calloway/Morris) and the Committee recommended the framework be forwarded to City Council for consideration.

The RFP/RFQ (Attachment A) states that the City of San Pablo is seeking community-based service providers to implement specific activities, programs, projects and services for youth ages 0 to 17 that directly align with the City of San Pablo's Community Action Plan (CAP) to address the health concern of childhood obesity in this community. Addressing this concern may be done through a variety of methods. Some of these methods for services may include: before, during or after-school programming; park or facility programs; or other community service needs. Funds must be used to provide services to the City of San Pablo community. City funds awarded under this RFP will NOT be used for advocacy or for purposes directly supporting any proposed funding mechanism (i.e. soda tax).

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 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 and does not involve the expenditure of funds beyond staff time required to prepare. Hence, there are no fiscal impacts at this time.

Attachment: RFP/RFQ Document