



Office of the City Manager

CONSENT CALENDAR  
July 26, 2022

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. 32200185 Amendment: Sonya Dublin Consulting to Provide Evaluation Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager or her designee to execute an amendment to Contract No. 32200185 with Sonya Dublin Consulting to provide evaluation services, and any subsequent amendments or extensions, to add \$93,600 and bring the contract total to an amount not to exceed \$109,200 and extending the end date from June 30, 2022 to June 30, 2025.

FISCAL IMPACTS OF RECOMMENDATION

Funding for the external evaluator is available through Local Lead Agency funding through the California Tobacco Control Program (CTCP). The not to exceed amount of the contract is currently \$15,600.00 and the amendment will increase the limit by \$93,600 (ERMA GL 157-51-506-559-2053-000-451-612990) for a total not to exceed amount of \$109,200. The contract end date will be extended to June 30, 2025.

ERMA GL	Amount
157-51-506-559-2053-000-451-612990	\$93,600.00
Total	\$93,600.00

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 coordinates with the Tobacco Control Program Director, and will execute a variety of evaluation-related tasks.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no identifiable environmental effects, climate impacts, or sustainability opportunities 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

None. 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 California Tobacco Control Program.

CONTACT PERSON

Janice Chin, Public Health Division Manager, HHCS, (510) 981-5212

Attachments:

1: Resolution

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

CONTRACT NO. 32200185 AMENDMENT: SONYA DUBLIN CONSULTING TO  
PROVIDE EVALUATION SERVICES

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 February 21, 2022, Contract 32200185 was previously executed; and

WHEREAS, Local Lead Agency funding is available through the California Tobacco Control Program (CTCP) for FY23-FY25 in budget code 157-51-506-559-2053-000-451-612990 (\$109,200 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 an amendment to Contract No. 32200185, and any subsequent amendments or extensions with Sonya Dublin Consulting to provide external evaluation services for the Health, Housing & Community Services Department's Public Health Division Tobacco Prevention Program, adding \$93,600 for a total amount not to exceed \$109,200, and extending the contract through June 30, 2025. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.

