

CITY OF BERKELEY
PUBLIC HEALTH DIVISION
REQUEST FOR PROPOSALS
(RFP)

HEALTHY BERKELEY
COMMUNITY AGENCY
FUNDING FY2022 - 2023

January 25, 2021



Welcome / Introductions

2



Agenda

3

- Overview of the Request for Proposal
- Guest Presenters:
 - ▣ Dr. Pat Crawford – Theory of Change
 - ▣ Nathan Dahl - Living Wage Ordinance compliance
- Online application in CDS
- Results-Based Accountability: Performance Measures
- Q&A
- Conclude

Estimated Funding Available

4

- ▣ Adopted by [Council Resolution No. 69,669-N.S.](#)
(\$2,662,506 over two years)

- ▣ General Funds (GF) (\$1,331,253 per year)
 - Allocate up to 42.5% - BUSD
 - Allocate at least 42.5% - Community Agencies
 - Allocate 15.0% - Public Health Division

Timeline

January 22, 2021

□ RFP Released

January 25, 2021

□ RFP Workshop

February 25, 2021

□ Applications Due

March 2021

□ Review Applications

April 1, 2021

□ Finalize Recommendations

April 8, 2021

□ Present Recommendations
from Commission to Council

May 25, 2021

□ Council Decision

June 28, 2021

□ Notice to Contractors to
Proceed



General Eligibility Requirements

6

- Non-profits
- Must serve Berkeley residents (including homeless in Berkeley)
- Funding starts July 1, 2021
- Funding term through June 30, 2023



Funding Categories

7

- ❑ **Education & Marketing/Communications Campaigns:** school- and community-based efforts to change community norms and reduce the consumption of sugary drinks.
- ❑ **Policy:** development, implementation and/or strengthening of policies that transform the underlying systems and marketing that reinforces sugary drink consumption, especially in stores and community institutions in priority communities.
- ❑ **Chronic Disease Prevention and Health Screenings:** programs that address the negative health consequences of sugar sweetened beverage consumption.

Community Agencies

8

- Community Agencies: Up to \$1.3 Million (estimate)
 - Per FY (up to \$565,782 estimate)
 - Range of programs and activities (e.g. RFP Section II.D)
 - Selection Criteria (RFP Section IV)

BUSD

9

- BUSD: Up to \$1.3 Million (estimate)
 - ▣ Gardening and Cooking Program across BUSD schools
 - ▣ Per FY (up to \$565,782 estimate)
 - ▣ Specific Criteria for BUSD on page 7 of RFP



RFP Application Process

10

- Online process – City Data Services
- Application similar to past years
- Changes in application template and references:
 - ▣ Theory of Change (Commissioner Pat Crawford)
 - ▣ Common Performance Measures (Att. L)
 - ▣ Screening questions for agency applicants (Att. M)

Two Review Panels

- SSBPPE Commissioners
- Public Health Division

Proposal Review Criteria (CBOs)*

- Aims to decrease consumption of sugary drinks and/or increase access to water. (20%)
- Meets **ONE** of the following core categories: (30%)
 - ▣ Education and marketing/communications.
 - ▣ Policy.
 - ▣ Chronic disease prevention programs and screenings.
- Reaches the priority populations. (20%)
- Provides lasting impact. (20%)
- Feasible budget with work plan. (10%)

**Specific criteria for BUSD on pg. 7 of RFP*

Contract Requirements

13

- Healthy Berkeley Evaluation Commitment
- Non-Discrimination/Workforce Composition
- Nuclear Free Disclosure
- Oppressive States
- **Sanctuary City Compliance Statement**
- Living Wage (Nathan Dahl) – ndahl@cityofberkeley.info
 - If >\$100K total grant = \$19.33/hr.
 - **Berkeley Min. Wage** @\$16.07/hr adjusts every July 1st. Update by May 1st.
 - PLEASE check with Nathan Dahl or LWO [website here](#) for more details.
- Equal Benefits Certification of Compliance
- Right to Audit
- Insurance Endorsement

CDS City Data Services

www.citydataservices.net

LOG IN: USER

PWD
Go

[HOME](#)

[WHAT WE DO](#)

[PROGRAMS/PROJECTS](#)

[HOUSING](#)

[CONTACT US](#)



To view a demo of our data management system, [Click here.](#)

See what our service will do for you!

City Data Services - Foster City, CA
Copyright © 2007-2010. City Data Services. All rights reserved.

Online Application Submission

15

- New Users of City Data Services – NOT AGENCIES WITH CURRENT CONTRACTS:
- www.citydataservices.net
- *User ID – BERHB22*
- *Password - BERHB22 (Case Sensitive)*
- *Complete and submit the form to obtain a unique User ID and Password that you will use to submit your application.*

Online Application Submission

16

- Current Users of City Data Services – AGENCIES WITH CURRENT CONTRACTS
- www.citydataservices.net
- *log on using your existing User ID and Password*
- *Use the "Apply for 2022" button on your main page*
- Call Steve Crouse or Chris Davidson with questions:
(415) 572-4572

What and When to Submit

17

- Request for Proposal is available on the City's website
[https://www.cityofberkeley.info/Finance/Home/Current Bid and Proposal Opportunities.aspx](https://www.cityofberkeley.info/Finance/Home/Current_Bid_and_Proposal_Opportunities.aspx)
- Submit Application and all required attachments BY **FEBRUARY 25, 2021, 5:00 p.m.**
- For technical issues, contact City Data Services @ citydataservices@yahoo.com
- Contact Dechen Tsering at dtsering@ci.Berkeley.ca.us with other questions.

Questions/Answers

18

