

RESOLUTION NO. 68,911-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$32,792 FOR FY 2020 AND FY2021 TO FRESH APPROACH TO IMPLEMENT VEGGIERX PROGRAM FOR HEALTHY FOOD AND BEVERAGES

WHEREAS, high intake of Sugar-Sweetened Beverages (SSBs) is associated with risk of Type 2 diabetes, obesity, hypertension, dental decay and coronary heart disease; and

WHEREAS, over half of California adults (55%) have either prediabetes or diabetes; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and Fresh Approach submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff, and determined to be responsive in meeting all aspects of the scope of the work and selection criteria and among the best selection for this contract; and

WHEREAS, funds in the total amount of \$32,792 to Fresh Approach for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement VeggieRx Program for Healthy Food and Beverages to be disbursed in two equal amounts of \$16,396 each in FY 2020 and FY 2021 that will: a. utilize a train-the-trainer approach with AmeriCorps volunteers to maximize the resources; and b. develop and institutionalize successful nutrition education classes in group settings by creating a resource kit on SSBs that will standardize education on this topic for future years and will allow evaluation of the outcomes; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Fresh Approach in the total amount not to exceed \$32,792 for the two-year period of July 1, 2019 to June 30, 2021.

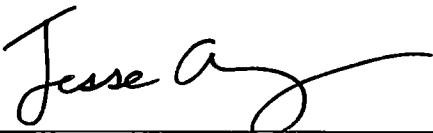
A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

The foregoing Resolution was adopted by the Berkeley City Council on May 14, 2019 by the following vote:

Ayes: Bartlett, Davila, Droste, Hahn, Harrison, Kesarwani, Robinson, Wengraf, and Arreguin.

Noes: None.

Absent: None.



Jesse Arreguin, Mayor

Attest: 

Mark Numainville, City Clerk