

RESOLUTION NO. 68,913-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$69,328 FOR FY 2020 AND FY 2021 TO COMMUNITY HEALTH EDUCATION INSTITUTE FOR THE ARTISTS AGAINST SODA PROJECT

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; 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 the Community Health Education Institute 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 members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$69,328 to the Community Health Education Institute for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement the Artists Against Soda Project to be disbursed in two equal amounts of \$34,664 each in FY 2020 and FY 2021 that will: a. advocate to the City Council on the need to adopt a city-wide policy on SSBs, meaning no procurement, no selling, no serving; b. advocate to prohibit supermarkets and grocery stores from displaying SSBs near the checkout counter and establish healthy checkout aisles in the downtown area; c. offer student created art with information on the health hazards of SSBs to replace advertising for SSBs; d. award merchants who display youth art, reduce soda space, and/or soda promotional signage with awards at City Council; e. form a Berkeley City College (BCC) Health Awareness Club to recruit student mentors to educate youth to promote the reduction of SSBs; and f. hold a downtown Berkeley art show/art awards/art contest with youth entries at BCC; 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 Community Health Education Institute in the amount not to exceed \$69,328 for the two-year period of July 1, 2019 to June 30, 2021.

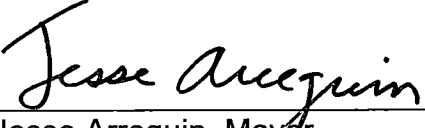
A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

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