



Office of the City Manager

ACTION CALENDAR

January 19, 2016

To: Honorable Mayor and Members of the City Council

From: *DWR* Dee Ridley-Williams, Interim City Manager

Submitted by: Kelly Wallace, Acting Director, Health, Housing & Community Services Department

Subject: Companion Report: Allocation of Funds for Grant Program to Reduce the Consumption of Sugar Sweetened Beverages (SSBs) in Berkeley and to Address the Effects of SSB Consumption

RECOMMENDATION

1. Employ a single RFP process to allocate the amount of funding approved by City Council for the purpose of reducing the consumption of sugar-sweetened beverages (SSBs) and addressing the health effects of SSB consumption.
2. Allocate City general funds in addition to the amount allocated above to support two Public Health positions and associated operating costs:
 - a. Program manager at 1.0 FTE
 - b. Epidemiologist/evaluation coordinator at 1.0 FTE

FISCAL IMPACTS OF RECOMMENDATION

The Sugar Sweetened Beverage Products Panel of Experts (SSBPPE) Commission recommends allocating \$2 million of City general funds for efforts to reduce the consumption of SSBs and address the health impacts of SSB consumption. The recommendation will create a new obligation of \$2 million for City general fund in FY 2016-2017. The City Manager takes no position on the amount of the allocation.

The fiscal impact of the proposed Public Health Division (PHD) increases are as follows:

1. Public Health Program Manager 1.0 FTE: \$160,000/year including benefits (specific job classification to be determined by Human Resources).
2. Epidemiologist/Evaluation Coordinator 1.0 FTE: \$120,000/year including benefits.
3. Operating costs of \$20,000/year

All of these allocations are one-time expenses for FY16-17. The new positions are project-based one-year positions.

CURRENT SITUATION AND ITS EFFECTS

The SSBPPE Commission recommends funding community agencies and BUSD through two separate RFP process: one for BUSD and one for all other organizations. The Commission has drafted requirements and ranking criteria for both RFP processes. This process would be administratively cumbersome, as it requires conducting two parallel RFP processes. In addition, BUSD would be “competing” only against itself in the BUSD RFP process.

Staff therefore recommends a single RFP process, open to all eligible agencies/organizations, including BUSD, with the specification that no single agency/organization may receive more than 50% of the funds awarded. This approach ensures that the most highly qualified proposals are funded and that an organization with large qualifying initiatives could receive as much as half of the available funds.

The Commission recommends increasing PHD staffing to meet the increased work of this new community agency grant program and to coordinate a comprehensive evaluation initiative. Staff recommends the following specific one-year project-based new positions:

1. Public Health Program Manager 1.0 FTE: \$160,000/year including benefits. This is a Health Services Program Specialist (HSPS) whose responsibilities would include management of the RFP process and all resulting contracts, including technical assistance to applicants and awardees, and on-going staffing of the SSBPPE Commission.
2. Epidemiologist/Evaluation Coordinator 1.0 FTE: \$120,000/year including benefits. This is a new Epidemiologist classification which would be created to be responsible for overseeing the evaluation component of funded initiatives, including an overall evaluation of their impact. This position would have the added responsibility of tracking, summarizing and analyzing outside research evaluations of Measure D and its impact in Berkeley. This work includes identifying trends and gaps, working with outside researchers to address salient questions, and reporting to Council and the SSBPPE Commission.
3. Operating costs of \$20,000/year for related materials, printing, training, and convenings.

BACKGROUND

SSB consumption is linked to major public health issues: diabetes, obesity, and tooth decay, which are in turn linked to cardiovascular disease and inequities in health outcomes and life expectancy. Measure D, by creating the SSBPPE Commission, provides an opportunity for the City to focus resources on addressing these issues.

The SSBPPE Commission has put its expertise to the task of creating priorities and criteria for funding community-based and partner organizations to take action to decrease the consumption of health effects of SSBs. Current City PHD staffing has capacity to carry out the RFP process as recommended above, in accordance with Council direction. However, staffing supporting this work is currently a single HSPS in a

one-year project-based position which expires in August 2016. Without the additional staffing described above, the PHD does not have capacity to manage the on-going implementation of the grant program, nor the comprehensive evaluation.

ENVIRONMENTAL SUSTAINABILITY

These recommendations have no specific environmental sustainability effects.

RATIONALE FOR RECOMMENDATION

These recommendations will allow the work of the SSBPPE commission to be implemented fairly, effectively, and in a manner consistent with City processes.

ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Janet Berreman, Public Health Division Manager, (510) 981-5301

