



Board Agenda Item 48

DATE: September 10, 2019

TO: Board of Supervisors

SUBMITTED BY: David Pomaville, Director, Department of Public Health

SUBJECT: Agreements with Fresno County Economic Opportunities Commission and California Health Collaborative

RECOMMENDED ACTION(S):

- 1. Approve and authorize the Chairman to execute an Agreement with Fresno County Economic Opportunities Commission to implement a Policy Change Project to reduce secondhand smoke exposure in multi-unit housing in the City of Fresno for the local Tobacco Prevention Program, effective upon execution through June 30, 2021 (\$200,000).**
- 2. Approve and authorize the Chairman to execute an Agreement with California Health Collaborative to implement a Policy Change Project limiting the proximity of tobacco retail outlets near youth sensitive areas in unincorporated Fresno County for the local Tobacco Prevention Program, effective upon execution through June 30, 2021 (\$200,000).**

Approval of the recommended actions will allow the Department of Public Health to work with Fresno County Economic Opportunities Commission (Fresno EOC) and California Health Collaborative (CHC) to implement policy change projects to reduce secondhand smoke exposure in multi-unit housing in the City of Fresno and limiting the proximity of tobacco retail outlets near youth sensitive areas. The recommended agreements support the goals of the Department's Tobacco Prevention Program (TPP) work plan and are fully funded by Tobacco Control Program funds, with no increase in Net County Cost. This item is countywide.

ALTERNATIVE ACTION(S):

Should your Board not approve the recommended actions, the Department would be unable to implement subcontracting requirements outlined in the California Department of Public Health (CDPH) grant award for Tobacco Prevention Control funds approved by the Board on September 25, 2018.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended actions. The recommended agreements are fully funded with CDPH Tobacco Control Program Propositions 99 and 56 grant funds. The maximum compensation for each recommended agreement is \$200,000 and will be distributed as follows:

- Year 1: \$100,000, September 10, 2019 - June 30, 2020
- Year 2: \$100,000, July 1, 2020 - June 30, 2021.

Sufficient appropriations and estimated revenues are included in the Department's Org 5620 FY 2019-20 Recommended Budget and will be included in the FY 2020-21 budget request.

DISCUSSION:

On September 25, 2018, the Board approved the revenue agreement with CDPH for Tobacco Control Program funds. The funding is to develop a comprehensive tobacco control plan as required by Health and Safety Code, section 104375; coordinate local services and statewide initiatives; provide tobacco education services to target populations to prevent the harmful effects of tobacco use; focus on community norm change strategies; and, use media and public relations to support and increase the effectiveness of tobacco control interventions.

On April 19, 2019, the Internal Services Department - Purchasing Division (ISD - Purchasing) issued Request for Proposals (RFP), No. 19-072: TPP Implementing the Community Action Model (CAM) Project, to solicit local organizations to implement a policy system and/or environmental (PSE) change project through the CAM five-step policy development process. The RFP was posted on the County's Public Purchase website and closed on May 31, 2019.

The RFP designated two policy topic areas: smoke-free multi-unit housing (MUH) in the City of Fresno and limiting the proximity of tobacco retail outlets near youth sensitive areas such as schools, parks, daycares, playgrounds, etc., in unincorporated Fresno County. Bidders were instructed to submit proposals implementing one or both policy topic areas.

The Department received a proposal for the smoke-free MUH project from Fresno EOC and no submittals for the second policy topic.

A five-member bid review committee comprised of staff from the Department, CSU Fresno, and CHC evaluated the proposal on its quality of proposed services, past performance, demonstrated implementation ability, and administrative capacity. Based on these criteria, the committee recommended entering into an agreement with Fresno EOC.

For limiting the proximity of tobacco retail outlets near youth sensitive areas policy topic, ISD - Purchasing instructed the Department to continue to seek any known qualified vendors to provide the required services. The Department contacted CHC and determined the vendor to be qualified and interested in providing the services necessary to fulfill the scope of work activities. CHC possesses the necessary organizational expertise and has qualified personnel, access to the targeted population, established community partnerships currently in the retail setting located in the targeted neighborhoods, and the capacity to begin work immediately and at full pace.

With your Board's approval, the recommended agreements will enable the Department to fulfill CDPH Tobacco Control Program grant award goals, which include:

- Reduce the availability of tobacco and limit tobacco promoting influences for youth;
- Reduce exposure to secondhand smoke, third hand smoke, tobacco waste and other tobacco products;
- Increase engagement of adult community members in tobacco control; and
- Increase the number of culturally and ethnically diverse organizations that are funded to implement PSE change tobacco control efforts in Fresno County.

REFERENCE MATERIAL:

BAI #58, September 25, 2018

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk, Agreement with Fresno County EOC
On file with Clerk, Agreement with CHC

CAO ANALYST:

Sonia M. De La Rosa