

File No. 100536

Committee Item No. 3

Board Item No. 5

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: City Operations & Neighborhood Ser. Date: May 24 2010

Board of Supervisors Meeting

Date 6/8/10

#### Cmte Board

- |                                     |                                     |  |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/>            | Motion                                       |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget Analyst Report                        |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Analyst Report                   |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Ethics Form 126                              |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Introduction Form (for hearings)             |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/>            | MOU  |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Information Form                       |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Public Correspondence                        |

#### OTHER

(Use back side if additional space is needed)

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

Completed by: Victor Young

Date May 20, 2010

Completed by: Victor Young

Date May 25, 10

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

of a/b

1 [Accept and Expend Grant - Public Health Emergency Response Phase IV - \$849,417]

2  
3 **Resolution authorizing the San Francisco Department of Public Health to accept**  
4 **and expend retroactively a grant in the amount of \$849,417 from the California**  
5 **Department of Public Health, to assist with a project entitled "Public Health Emergency**  
6 **Response Phase IV" for the period of March 1, 2010 through July 30, 2010.**

7  
8 WHEREAS, CDPH is the recipient of a grant award from the Centers for Disease  
9 Control and Prevention (CDC) to support the project entitled "Public Health Emergency  
10 Response Phase IV;" and,

11 WHEREAS, Through this grant, CDPH has agreed to fund DPH in the amount of \$849,  
12 417 for the period of March 1, 2010 through July 30, 2010; and,

13 WHEREAS, DPH will subcontract with Better World Advertising and Instituto Familiar  
14 de la Raza, for a total amount of \$611,602 for the period of March 1, 2010 through July  
15 30,2010; and,

16 WHEREAS, As a condition of receiving the grant funds, CDPH requires the City to  
17 enter into an agreement (the "Agreement"), a copy of which is on file with the Clerk of the  
18 Board of Supervisors in File No. 100536; which is hereby declared to be a part of  
19 this resolution as if set forth fully herein; and,

20 WHEREAS, An ASO amendment is not required as the grant partially reimburses DPH  
21 for eight existing positions, including Health Educator II (Job Class # 2822 at .03 FTE), Health  
22 Worker II (Job Class #2586) at .07 FTE, Health Program Coordinator III (Job Class #2593) at  
23 .01 FTE, Health Worker III (Job Class #2587) at .01 FTE, Public Service Aide (Job Class  
24 #9924) at .05 FTE, Physician Specialist (Job Class #2230) at .03 FTE, Public Service Trainee  
25 (Job Class # 9910) at .05 FTE, and Special Nurse (Job Class #P103) at .08 FTE; and,

FILE NO.

RESOLUTION NO.

1 WHEREAS, A request for retroactive approval is being sought because DPH did not  
2 receive notification of the award until March 19, 2010; and,

3 WHEREAS, The budget includes a provision for indirect costs for one year in the  
4 amount of \$3,574; now therefore, be it

5 RESOLVED, That DPH is hereby authorized to accept and expend a grant retroactively  
6 in the amount of \$849,417 from CDPH; and, be it

7 FURTHER RESOLVED, That DPH is hereby authorized to retroactively accept and  
8 expend the grant funds pursuant to San Francisco Administrative Code section 10.170-1; and,  
9 be it

10 FURTHER RESOLVED, That the Director of Health is authorized to enter into the  
11 agreement on behalf of the City; and, be it

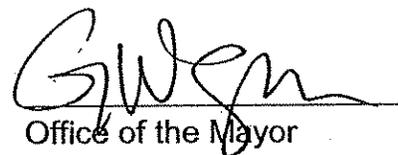
12 FURTHER RESOLVED, That the Controller is directed to designate all positions  
13 funded under this agreement as "G" or grant-funded positions which would terminate when  
14 the agreement expires.

15  
16 RECOMMENDED:

17 

18  
19 Mitchell Katz, M.D.  
Director of Health

APPROVED:

20  
21   
Office of the Mayor

22  
23   
24 For Office of the Controller  
25

**FORM SFEC-126:**  
**NOTIFICATION OF CONTRACT APPROVAL**  
(S.F. Campaign and Governmental Conduct Code § 1.126)

<b>City Elective Officer Information</b> (Please print clearly.)	
Name of City elective officer(s):  ; Members, SF Board of Supervisors	City elective office(s) held:  Members, SF Board of Supervisors

<b>Contractor Information</b> (Please print clearly.)	
Name of contractor: Better World Advertising, Inc.	
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.	
(1) Les Pappas, President; John Leonard, member (2) Les Pappas, CEO, CFO, COO (3) Les Pappas, owner (4) N.A. (5) N. A	
Contractor address: 731 Market Street, Suite 220 San Francisco, CA 94114	
Date that contract was approved:	Amount of contract: \$599,417
Describe the nature of the contract that was approved: Contract is to develop and implement a one-time social marketing campaign to raise awareness in the general public about the importance and impact of vaccinations. Activities will include research, development and testing of messages and designs, creation and reproduction of materials, development, implementation and management of a media plan and development of an evaluation of the campaign.	
Comments:	

This contract was approved by (check applicable):

the City elective officer(s) identified on this form (Mayor, Gavin Newsom)

a board on which the City elective officer(s) serves San Francisco Board of Supervisors  
Print Name of Board

the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Redevelopment Agency Commission, Relocation Appeals Board, Treasure Island Development Authority) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

<b>Filer Information</b> (Please print clearly.)	
Name of filer: Clerk of the SF Board of Supervisors	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., SF, CA 94102	E-mail: bos.legislation@sfgov.org

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed



Gavin Newsom  
Mayor

Mitchell H. Katz, MD  
Director of Health

TO: Angela Calvillo, Clerk of the Board of Supervisors  
FROM: Mitchell H. Katz, M.D. *MK*  
Director of Health  
DATE: April 22, 2010  
SUBJECT: Accept and Expend Resolution  
GRANT TITLE: Public Health Emergency Response, Phase IV Funds

Attached please find the original and 4 copies of each of the following:

- Proposed grant resolution, original signed by Department
- Grant information form, including disability checklist
- Grant budget and justification
- Award letter
- Ethics Form 126

**Special Timeline Requirements:**

**Departmental representative to receive a copy of the adopted resolution:**

Name: Grace Alderson

Phone: 554-2655

Interoffice Mail Address: Dept. of Public Health, 101 Grove St., Room 330

Certified copy required Yes

No

**File Number:** \_\_\_\_\_  
(Provided by Clerk of Board of Supervisors)

**Grant Information Form**  
(Effective January 2000)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: CDC Public Health Emergency Response (PHER) Phase IV
2. Department: Public Health, Communicable Disease Control & Prevention Section
3. Contact Person: Erica Pan, MD, MPH Telephone: (415) 554-2652
4. Grant Approval Status (check one):  
 Approved by funding agency  Not yet approved
5. Amount of Grant Funding Approved or Applied for: \$849,417
- 6a. Matching Funds Required: none  
b. Source(s) of matching funds (if applicable): not applicable
- 7a. Grant Source Agency: Centers for Disease Control and Prevention (CDC)  
b. Grant Pass-Through Agency (if applicable): California Department of Public Health (CDPH)

8. Proposed Grant Project Summary:

In supporting the H1N1 vaccination campaign, PHER Phase IV funds are intended to enable State and local health departments to focus on hard to reach populations, including the following:

- ❖ Underserved and vulnerable populations;
- ❖ Advisory Committee on Immunization Practices (ACIP) priority groups;
- ❖ Racial and ethnic minorities;
- ❖ Hard-to-reach populations;
- ❖ Population groups that consistently have lower than average seasonal influenza vaccination coverage rates;
- ❖ Population groups disproportionately affected by H1N1 morbidity and mortality, e.g. American Indians/Alaska Natives; and
- ❖ Adults with chronic conditions.

PHER Phase IV funds should be used to vaccinate the general public through collaboration with the private sector including providers, employers, retail businesses, and pharmacies.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Start-Date: March 1, 2010

End-Date: July 30, 2010

10a. Amount budgeted for contractual services: \$611,602

b. Will contractual services be put out to bid? No; Better World Advertising and Instituto Familiar de la Raza, Inc.

c. If so, will contract services help to further the goals of the department's MBE/WBE requirements?

d. Is this likely to be a one-time or ongoing request for contracting out? One-time  
11a. Does the budget include indirect costs?  Yes  No

b1. If yes, how much? \$3,574

b2. How was the amount calculated? Indirect cost was based on 10% of total salaries and fringes.

c. If no, why are indirect costs not included? Not applicable

Not allowed by granting agency  To maximize use of grant funds on direct services

Other (please explain):

12. Any other significant grant requirements or comments:

DPH respectfully requests for approval to accept and expend these funds retroactive to March 1, 2010 because the Department did not receive the award from CDPH until March 19, 2010. This grant must be obligated and expended by July 30, 2010, as there will be no carryover of these funds.

**\*\*Disability Access Checklist\*\***

15. This Grant is intended for activities at (check all that apply):

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Existing Site(s) | <input checked="" type="checkbox"/> Existing Structure(s) | <input checked="" type="checkbox"/> Existing Program(s) or Service(s) |
| <input type="checkbox"/> Rehabilitated Site(s)       | <input type="checkbox"/> Rehabilitated Structure(s)       | <input checked="" type="checkbox"/> New Program(s) or Service(s)      |
| <input type="checkbox"/> New Site(s)                 | <input type="checkbox"/> New Structure(s)                 |   |

16. The Departmental ADA Coordinator and/or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local access laws and regulations and will allow the full inclusion of persons with disabilities, or will require unreasonable hardship exceptions, as described in the comments section:

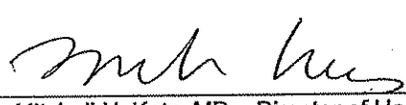
Comments:

Departmental or Mayor's Office of Disability Reviewer: \_\_\_\_\_

  
Jason Hashimoto

Date Reviewed: 4/20/10

Department Approval: \_\_\_\_\_

  
Mitchell H. Katz, MD – Director of Health

**SAN FRANCISCO CDC PHER Phase IV  
Budget Summary  
For the Period: March 1, 2010 to July 30, 2010**

<b>Budget Category</b>	<b>CDC PHER Phase 1 V</b>
Personnel	\$30,308
Fringe	\$5,436
Travel	\$1,000
Equipment & Supplies	\$78,697
Contractual	\$611,602
Other	\$118,800
<b>Total Direct</b>	<b>\$845,843</b>
Indirect	\$3,574
<b>Total Financial Assistance</b>	<b>\$849,417</b>

San Francisco Department of Public Health  
Communicable Disease Control and Prevention Section

CDC PHER PHASE IV BUDGET  
For the Period: March 1, 2010 – July 30, 2010

**TOTAL ACTIVITY #1 BUDGET** **\$150,000**

Increase collaboration with and provide training for healthcare providers that serve high-risk populations. Administer vaccine (or reimburse providers to administer vaccine) to high-risk populations. Purchase vaccine supplies for refrigeration, maintenance of cold-chain capacity, flu vaccine signage. Collaborate with community organizations serving high-risk/vulnerable populations to stimulate demand for vaccination. Funds will be used to conduct mass vaccination clinic and immunization trainings, a "Flu Forum", and vaccinations at mass gatherings or other venues with high-risk or susceptible populations, and provide vaccine supplies for SFDPH and clinical partners. Some funds will be used to contract with community organizations such as "Instituto Familiar de la Raza, Inc." with promotores to develop immunization outreach materials targeted at Latina/Mayan population.

**TOTAL ACTIVITY #2 BUDGET** **\$599,417**

Conduct outreach to educate about the importance and impact of vaccination, with an emphasis on "herd," or "community" immunity. Funds will be used for a contract with a social marketing firm (currently negotiating with Better World Advertising) to create materials, establish and manage placement of marketing products developed. Contract scope of work will include evaluation of campaign. The target audiences include the general public, with emphasis on adults (representative images and persons will be inclusive of ethnic and age diversity, group settings, and other target groups including children, pregnant women, and obese persons). Additional focused efforts to target African-Americans, Latinos, individuals with chronic disease, and health care workers.

**TOTAL ACTIVITY #3 BUDGET** **\$100,000**

Improve future flu vaccination/pandemic flu or other infectious disease emergency response in SF. Funds will be used to hire or work order staff to conduct AAR of SFDPH H1N1 swine flu response, and create CAP and follow up forums with hospitals, community clinics, private providers, and long term care facilities to focus on communications (outgoing from SFDPH, incoming to SFDPH), lessons learned during H1N1 Swine Flu response, disaster preparedness training and strengthening mutual infectious disease emergency responses in the future. The feedback and lessons learned from aforementioned items will be incorporated into SFDPH Infectious Disease Emergency Response Plan and future responses.

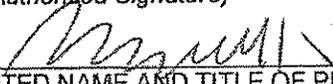
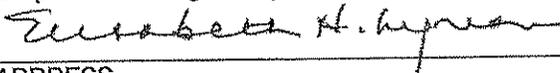
**GRAND TOTAL CDC PHER PHASE IV BUDGET** **\$849,417**

**2009-10 CDC Public Health Emergency Response (PHER) Phase IV  
AGREEMENT**

1. This Agreement is entered into between the California Department of Public Health, herein after referred to as "CDPH" and the City and County of San Francisco, herein after referred to as "LHD".
2. The term of this Agreement: March 1, 2010 through July 30, 2010 CDC Public Health Emergency Response [PHER] H1N1 Phase IV
3. The maximum amount payable under this Agreement is \$849,417, and is allocated as follows:
  - \$849,417, CDC PHER H1N1 Phase IV Allocation. (3/1/10 – 7/30/10)
4. The parties agree to comply with the terms and conditions of the following exhibits, which are by this reference made a part of this Agreement.

Exhibit A — Scope of Work	03 Pages
Exhibit B — Budget Detail and Budget Provisions	04 Pages
Exhibit B, Attachment 1, Criteria for Payments	01 Page
Exhibit C — Additional Provisions	02 Pages
Exhibit D(F) — Special Terms and Conditions (Federal)	26 Pages
Notwithstanding provisions 3, 4, 6, 12, 13, 17, 22, 23, 27, and 30 which do not apply to this Agreement.	
Exhibit E – Non-Supplantation Certification Form	01 Page

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

<b>CONTRACTOR</b>	
CONTRACTOR'S NAME	
City and County of San Francisco	
BY (Authorized Signature) 	DATE SIGNED (Do not type -signor must date) 4/14/10
PRINTED NAME AND TITLE OF PERSON SIGNING	
Mitchell Katz, MD, Director of Public Health	
ADDRESS	
101 Grove Street, Room 204, San Francisco, CA 94102	
<b>STATE OF CALIFORNIA</b>	
AGENCY NAME	
California Department of Public Health	
BY (Authorized Signature) 	DATE SIGNED 5-3-10
ADDRESS	
1615 Capitol Avenue, MS 7002, P.O. Box 997377, Sacramento, CA 95899-7377	

**EXHIBIT A**  
**2009-10 CDC Public Health Emergency Response (PHER) Phase IV**  
**Scope of Work**

**1. Service Overview**

This Agreement is entered into between the California Department of Public Health, hereinafter referred to as "CDPH" and the City and County of San Francisco, hereinafter referred to as the "LHD". LHD agrees to provide to CDPH the services described herein.

Activities must be in accordance with the Centers for Disease Control and Prevention (CDC) Public Health Emergency Response (PHER) Phase IV Agreement Application 2009-10, Plan and Budget.

**2. Service Location**

The services shall be performed at applicable facilities in the City and County of San Francisco.

**3. Service Hours**

The services shall be provided during normal LHD working hours and days, as well as other hours and days the LHD deems appropriate.

**4. Project Representatives**

A. The project representatives during the term of this agreement will be:

<b>Department of Public Health</b> EPO Project Officer Stacy Sher Telephone: (916) 445-9192 Fax: (916) 650-6420 Email: stacy.sher@cdph.ca.gov	<b>City and County of San Francisco</b> Erica Pan, MD, MPH Telephone: (415) 554-2652 Fax: (415) 554-2854 Email: Erica.pan@sfdph.org
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B. Direct all inquiries to:

<b>Department of Public Health</b> Emergency Preparedness Office Attention: Local Management Unit MS 7002 P.O. Box 997377 Sacramento, CA 95899-7377  Telephone: (916) 650-6416 Fax: (916) 650-6420	<b>City and County of San Francisco</b> San Francisco Department of Public Health 101 Grove Street, Room 204 San Francisco, CA 94102 Telephone: (415) 554-2652 Fax: : (415) 554-2854
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C. Either party may make changes to the information above by giving written notice to the other party. Said changes shall not require an amendment to this agreement.

**5. Services to be Performed**

LHD shall perform services as outlined in accordance with the Public Health Emergency Response (PHER) Phase IV Agreement Application, Work Plans, and Budgets.

**6. Allowable Informal Scope of Work Changes**

- A. The LHD or CDPH may propose informal changes or revisions to the activities, tasks, deliverables and/or performance time frames specified in the Scope of Work (SOW), provided such changes do not alter the overall goals and basic purpose of the agreement.
- B. Informal SOW changes may include the substitution of specified activities or tasks; the alteration or substitution of agreement deliverables and modifications to anticipated completion/target dates.
- C. Informal SOW changes processed hereunder shall not require a formal agreement amendment, provided the LHD's annual budget does not increase or decrease as a result of the informal SOW change.
- D. Unless otherwise stipulated in this agreement, all informal SOW changes and revisions are subject to prior written approval by the CDPH.
- E. In implementing this provision, CDPH will provide a format for the LHD's use to request informal SOW changes.

**7. Reporting Requirements**

- A. One fiscal report and on year end narrative and expenditure reports must be submitted according to the schedule shown below. The purpose of the fiscal report and year end narrative and expenditure reports are to document activities and expenditure of funds.

PHER IV Fiscal Report (3/1/10 – 5/31/10)

Due June 15, 2010

Year End Progress Report (3/1/10 – 7/30/10)

Due November 1, 2010

- B. Each progress report shall include, but not be limited to, data and information required by statute and information needed to satisfy federal reporting and CDPH monitoring requirements. The reports shall be submitted in accordance with procedures and a format required by CDPH.

**8. Expenditure and Program Requirements**

- A. In accordance with the LHD signed Certification Against Supplanting (Exhibit E), funds shall not be used to supplant funding for existing levels of services and will only be used for the purposes designated herein.
- B. In executing this Agreement, the LHD assures that it will comply with the LHD PHER Phase IV Agreement Application, Work Plans and Budget approved by CDPH.
- C. Funds made available are limited to activities approved in the Work Plans and Budgets. Any changes to the Work Plans or Budgets need prior approval from CDPH before implementing. Any contracts or subcontracts needing approval from Project Officer must be submitted prior to spending those funds.

