



Department Source: Public Health and Human Services

To: City Council

From: City Manager & Staff

Council Meeting Date: January 21, 2020

Re: Memorandum of Understanding between Counter Tools – Truth Initiative and the City of Columbia

## Executive Summary

A resolution authorizing the City Manager to sign an agreement between the City of Columbia and Counter Tool – Truth Initiative for consulting, technical assistance, training, and software tools to promote health policies that affect the retail environment. Project scheduled to run until August 22, 2020.

## Discussion

Counter Tools – Truth initiative is a North Carolina 501(c)(3) Non-profit organization with a mission to empower communities to become healthier places. Counter Tools will offer consulting (technical assistance), training, and software tools to assist in gathering data about the tobacco retailers in Columbia. Data will include information about types of products sold and how the products are marketed. PHHS will collect the data and pair data with tobacco compliance check data to promote and inform health policies that affect the retail environment.

## Fiscal Impact

Short-Term Impact: No impact on the general fund

Long-Term Impact: n/a

## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

Primary Impact: Public Safety, Secondary Impact: Social Equity, Tertiary Impact: Economy

### Comprehensive Plan Impacts:

Primary Impact: Livable & Sustainable Communities, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

## Legislative History

Date	Action
01/2020	This is the first agreement with Counter Tools

## Suggested Council Action

Should the Council agree with staff recommendations, an affirmative vote is in order.