

# Sugar-Sweetened Beverage Community Advisory Board

## Special Meeting

September 16<sup>th</sup>, 2019 • 6:30pm-8:30pm

**Oakland City Hall, Hearing Room #4**

1 Frank H. Ogawa Plaza, 1<sup>st</sup> floor • Oakland California

## AGENDA

### 1. Welcome and Call to Order

- Roll Call, Introductions & Announcements
- Agenda Review and Adoption

### 2. Open Forum

### 3. Adoption of Prior Meeting Minutes: July 8, 2019

Action

### 4. Updated Informational Report from City Administrator's Office on the Results of the Oakland Budget Process and Impact on Measure HH Funding Allocation for Fiscal Year 2018-2019, Funding Allocation for Fiscal Years 2019-2021 and SSB Advisory Board Oversight

Informational

- Grant Awards
- East Oakland Healthy Retail

### 5. Board Fall Retreat Planning

Discussion/Action

### 6. Board Committee Updates

Discussion

### 7. Administrative Update

Informational

### 8. Calendar for October-December 2019 Board Meetings

Discussion

#### Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

- If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.
- If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.
- If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

*In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar-Sweetened Beverages Community Advisory Board, please contact the Human Services Department at 510-238-3088. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.*

# Sugar-Sweetened Beverage Community Advisory Board

## 9. Adjournment

**MINUTES TO BE APPROVED  
Sugar-Sweetened Beverage  
Community Advisory Board**

July 8<sup>th</sup>, 2019 • 6:30pm-8:30pm

**Oakland City Hall, Hearing Room #1**

1 Frank H. Ogawa Plaza, 1<sup>st</sup> floor • Oakland California

Board Members present: Esperanza Pallana, Tonya Love, Justin Watkins, Laurie Lawson, Julia Liou

*Board Members absent: Donna Carey*

City Staff present: Sara Bedford, Sharon Robinson, Christa Griffin

**1. Welcome and Call to Order**

Meeting was called to order at 6:33pm.

- Roll Call, Introductions & Announcements

August meeting is cancelled due to recess. The Board will reconvene in September. Committees are welcome to meet during the recess.

- Agenda Review and Adoption

Agenda was reviewed and adopted.

**2. Open Forum**

There were no public speakers at the time Open Forum was called by Chair Pallana.

**3. Adoption of Prior Meeting Minutes: May 13, 2019**

Chair Pallana made a motion to adopt meeting minutes for the May 13, 2019 meeting. Julia Liou seconded the motion. The Board unanimously approved the motion to adopt the minutes.

**4. An Informational Report from City Administrator's Office on the Results of the Oakland Budget Process and Impact on Measure HH Funding Allocation for Fiscal Year 2018-2019, Funding Allocation for Fiscal Years 2019-2021 and SSB Advisory Board Oversight**

Staff from the City Administrator's Office were unable to attend the meeting; therefore, Sara Bedford, Human Services Department Director, debriefed the Board on results of the City Council adopted budget, as currently known, and as outlined in the Councilmember's Budget handout (Exhibit 2), provided by Chair Pallana. The City Council adopted transfer of the Board administration to the City Administrator's Office. One position will be in Human Services and one position will be in the City Administrator's Office; more clarification required.

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# Sugar-Sweetened Beverage Community Advisory Board

## 5. Board Debrief on the Results of the Budget Process and Impact on Measure HH Funding, and Considerations for Next Steps and Timeline for Possible Actions

The Board discussed the outcome of the budget and brainstormed ways to ensure that Measure HH funding is used to support work that contributes toward Measure HH goals. Chair Pallana asked if the \$500K for administration, oversight and evaluation in the adopted budget includes 2% for tax revenues fund management. Chair Pallana suggested that committees continue to meet and work during the August recess. Tonya Love introduced the idea of asking City agencies and organizations that receive Measure HH funding to adopt internal organizational policies that encourage best practices around healthy eating and exercise. An ad-hoc committee will further investigate sample policies and how to create a vehicle of accountability for those who receive Measure HH funding. Julia Liou suggested the Board have a planning retreat in the fall.

One speaker spoke:

*Katie Ettman, SPUR*

## 6. Report out on the Human Services Department RFQ and Vendors that Responded

City staff reported on the RFQ respondents that primarily relate to the work of the SSB Advisory Board. There were seven respondents for Design, Marketing and Communications and all seven met the minimum qualifications. There was one respondent for the Research Study and it met the minimum qualifications. Next steps are for the Board to select firms to interview and to further detail the Scope of Work for these categories.

## 7. Administrative Update

- **Community Grants Program Contracting**

City staff provided an update on the community grants contracting process. One-on-one meetings have been conducted with all 14 entities that have been recommended for funding. The contracting process for each organization is moving forward once all required materials from each grantee are provided. City staff confirmed that the contract has an evaluation requirement and grantees have been advised to expect more specifics around this process, as available. The contract is tied to the Fiscal year and runs from July 1 – June 30.

## 8. Board Committee Updates

There were no Board Committee updates.

Chair Pallana reminded the Board about the three vacant Board seats and requested support to identify interested people. She will be writing a letter to the City Administrator's Office asking for the three vacant seats on the Board to be filled.

## 9. Agenda Items for September 2019 Board Meeting

The next meeting is tentatively scheduled for September 2019.

Agenda items:

- Invite Bay Area Nutrition and Physical Activity Collaborative (BANPAC) to speak about their healthy policy program
- RFQ status update

# Sugar-Sweetened Beverage Community Advisory Board

- Discuss possible Fall retreat
- Committee report backs

## 10. Adjournment

Meeting was adjourned at 7:37pm.

FY 2019-21 COUNCILMEMBER'S KAPLAN, BAS, TAYLOR, & THAO REVISED SSBT BUDGET  
FUND 1030 - MEASURE HH

## REVENUE ADDITIONS (POSITIVE #) &amp; REDUCTIONS (NEGATIVE #)

Item #	Fund	Dept.	Description	FY 2019-20 Ongoing	FY 2019-20 One-Time	FY 2019-20 Total	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Notes
1	1030	SSBT	Measure HH Revenues & Use of Fund Balance	10,350,000	8,000,000	18,350,000	10,626,000		10,626,000	
<b>Subtotal Revenue Adjustments</b>				<b>10,350,000</b>	<b>8,000,000</b>	<b>18,350,000</b>	<b>10,626,000</b>	<b>-</b>	<b>10,626,000</b>	

				FY 2019-20 Ongoing	FY 2019-20 One-Time	FY 2019-20 Total	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	
<b>FUNDS AVAILABLE FOR PROGRAMMING</b>				<b>\$ 10,350,000</b>	<b>\$ 8,000,000</b>	<b>\$ 18,350,000</b>	<b>\$ 10,626,000</b>	<b>\$ -</b>	<b>\$ 10,626,000</b>	

## EXPENDITURE ADDITIONS (POSITIVE #)

Item #	Fund	Dept.	Description (Include Job Class & FTE)	FY 2019-20 Ongoing	FY 2019-20 One-Time	FY 2019-20 Total	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Notes
2	1030	OPRYD	OPRYD programs (aquatics, recreation, youth centers).	4,048,069	3,875,245	7,923,314	4,151,834	-	4,151,834	Year 2 allocation to OPRYD will be reduced if new funding is identified
3	1030	CIP/OPW	Tot lots, parks, recreation centers	-	1,889,707	1,889,707	-	-	-	To include Arroyo, Rainbow Rec, and OACC
4	1030	Human Services	New and expanded food programs	1,223,983	-	1,223,983	1,245,880	-	1,245,880	New and expanded food program.
5	1030	Human Services/ Finance/CAO	Administration, oversight, and evaluation	700,000	-	700,000	700,000	-	700,000	Includes a third party evaluation. Staffing at the SSB Board shall remain at Human Services (including grant making). Will be re-evaluated during FY 2019-20.
5a	1030	Human Services/ Finance/CAO	Reduction in evaluation/staffing reflecting lower granting amount from what was authorized in Resolution 87020 CMS	(200,000)		(200,000)	(200,000)		(200,000)	Measure HH commission support to be placed under the City Administrator's office 1.0 FTE Transfer for greater operational efficiency. Fund existing 1.0 FTE Staff Support for Commission from New & Expanded Food Programs in Lieu of Program Analyst II, and reduce O&M.
6	1030	Human Services	OUSD Food Program	-	1,800,000	1,800,000	-	1,800,000	1,800,000	
7	1030	Human Services (RFP)	Additional grant funding and/or special projects to be distributed per guidance of SSB Board	-	2,000,000	2,000,000	-	2,000,000	2,000,000	Funds for future grants or special projects to be recommended by soda tax Board
7	1030	Human Services (RFP)	Additional grant funding and/or special projects		(1,000,000)	(1,000,000)		(1,000,000)	(1,000,000)	
8	1030	Non-Departmental	Contingency	-	-	-	-	128,286	128,286	TBD for Spring 2020, shall go back to SSB Board for recommendation prior to coming to council.
8	1030	Non-departmental	Unallocated fund balance					(128,286)	(128,286)	
9	1030	Administration	Youth Summer Jobs program	-	400,000	400,000	-	400,000	400,000	
10	1030	Department of Race and Equity	Equity Analysis	-	100,000	100,000	-	100,000	100,000	
11	1030	Human Services	East Oakland Senior Center Programming Expansion	-	100,000	100,000	-	100,000	100,000	

Item #	Fund	Dept.	Description	FY 2019-20 Ongoing	FY 2019-20 One-Time	FY 2019-20 Total	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Notes
12	1030	City Council	Community gardens	-	200,000	200,000	-	-	-	\$25,000 per Council district
12a	1030	City Council	Council Discretionary Funds for Community Gardens	-	(200,000)	(200,000)	-	-	-	
13	1030	Human Services	East Oakland Corner Store Healthy Food Conversion	-	200,000	200,000	-	-	-	Define East Oakland as East of High Street
14	1030	Human Services	Eden I&R	-	75,000	75,000	-	-	-	Proposing to approve specified grants previously recommended by Soda Tax board to be allocated from remaining 2018-2019 dollars
15	1030	Human Services	Alameda County Food Bank	-	200,000	200,000	-	-	-	
16	1030	Human Services	YMCA	-	150,000	150,000	-	-	-	
17	1030	Human Services	18 Reasons	-	75,000	75,000	-	-	-	
18	1030	Human Services	Asian Health Services	-	75,000	75,000	-	-	-	
19	1030	Human Services	Mercy Retirement and Care Center	-	150,000	150,000	-	-	-	
20	1030	Human Services	Spectrum Community Services	-	149,791	149,791	-	-	-	
21	1030	Human Services	Urban Strategies Council	-	238,205	238,205	-	-	-	
22	1030	Human Services	West Oakland Health	-	250,000	250,000	-	-	-	
23	1030	Human Services	Meals on Wheels	-	200,000	200,000	-	-	-	
24	1030	Human Services	Alameda Health Consortium	-	250,000	250,000	-	-	-	
25 (New)	1030	OPRYD	OPRYD Service Expansion	1,000,000	-	1,000,000	3,000,000	-	1,000,000	Additional funding required to meet 50% minimum threshold dedicated to OPRYD.
26 (New)	1030	Human Services	Senior Center Enhancements	328,286	71,714	400,000	328,286	-	328,286	Council President's budget allocated an additional \$100,000 in funds each year for East Oakland. These funds should be used to supplement the needs of senior centers in the rest of Oakland.
<b>Subtotal of Expenditure Additions</b>				<b>7,100,338</b>	<b>11,249,662</b>	<b>18,350,000</b>	<b>7,226,000</b>	<b>3,400,000</b>	<b>10,626,000</b>	
				<b>FY 2019-20 Ongoing</b>	<b>FY 2019-20 One-Time</b>	<b>FY 2019-20 Total</b>	<b>FY 2020-21 Ongoing</b>	<b>FY 2020-21 One-Time</b>	<b>FY 2020-21 Total</b>	
<b>SURPLUS / (DEFICIT)</b>				<b>3,249,662</b>	<b>(3,249,662)</b>	<b>-</b>	<b>3,400,000</b>	<b>(3,400,000)</b>	<b>-</b>	

**Fiscal Year 2019-20 Adopted Budget Additional Grant Awards**

**Sugar-Sweetened Beverage Tax (SSB) Fund**

<b>Agency Name</b>	<b>Project Name</b>	<b>Project Description</b>	<b>SSB Funds 1030</b>
Eden I & R	2-1-1 as an Intervention to Reduce the Consumption of SSB	Provide messages promoting water consumption, educating on the impacts of sweeten beverages and suggest healthy alternatives in several languages	\$ 75,000
Alameda County Community Food Bank	Community Nutrition Worker Program	Nutrition education program; focused on increased water consumption and reduced SSBs	\$ 200,000
Young Men's Christian Association of the East Bay	Growing Stronger Together	Nutrition education for young children and families, food access, healthy beverage promotion and physical activity	\$ 150,000
<b>Total Funding Area 1: Prevention through Education and Promotion</b>			<b>\$ 425,000</b>
Service Opportunity for Seniors/Meals on Wheels	Health Improvement for Homebound Seniors	Provide access to healthy and affordable food, fresh produce, water and active living through nutrition training and recycling education..	\$ 200,000
18 Reasons	Cooking Matters	Decrease consumption of sugar-sweetened beverages, increase consumption of healthy food, empower community leaders, and increase access to healthy food in low-income Oakland communities.	\$ 75,000
Asian Health Services	Moving a Madison Park Wraparound Health Program (MMWHP)	Conduct early SSB screenings for children, provide prevention care through nutrition counseling, healthy cooking and workshops	\$ 75,000
Mercy Retirement and Care Center	Mercy Brown Bag Program	Mobile grocery truck. Coordinated distribution of free fresh produce, low sugar and salt groceries.	\$ 150,000
Spectrum Community Services, Inc.	Oakland Senior Meals Project	Increase awareness of seniors to regular consumption of healthy and affordable food, combined with opportunities to socialize.	\$ 149,791
Urban Strategies Council	Steps for a Healthier Life	Increase healthy food awareness among West Oakland residents and increase access to healthier drink alternatives and Mandela Grocery Cooperative	\$ 238,205
West Oakland Health Center	West Oakland Community Wellness Program	Provide access to healthy and affordable food, water and active living through nutrition training and recycling education and provide produce	\$ 250,000
Mandela Partners (dba Mandela Marketplace)	Mandela Hubs for Health **East Oakland Healthy Retail*	Increase availability of fruits and vegetables with produce stands, integrate nutritional education, cooking demonstrations and workshops *East Oakland Cornerstore Healthy Food Conversion	\$ 200,000
<b>Total Funding Area 2: Healthy Neighborhoods and Places</b>			<b>\$ 1,337,996</b>
Alameda Health Consortium	Diabetes Prevention and Oral Health Initiative	Reduce diabetes with prevention and control oral health assessment, prevention and education and dental care	\$ 250,000
<b>Total Funding Area 3: Health Care Prevention and Mitigation</b>			<b>\$ 250,000</b>
None			\$ -
<b>Total Funding Area 4: Policy and Advocacy</b>			<b>\$ -</b>
<b>Total of 12 Proposals Funded (FY 2019-2020) Adopted Budget Additional Funding</b>			<b>\$ 2,012,996</b>