

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

July 12, 2021 ■ 6:30pm-8:30pm

Zoom Teleconference

AGENDA

1. Welcome and Call to Order

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

The meeting was called to order at 6:37 pm.

Members Present: Liou, Hammock, Breines, Wong, Alston, Atkins, and Watkins.

2. Open Forum

There were no open forum speakers

3. Adoption of Prior Meeting Minutes: June 14, 2021

The June minutes were approved unanimously.

4. Update from the City Administrator's Office on the Measure HH Revenue Status

Joe DeVries provided the revenue update which showed a projection closing out the fiscal year as expected in the low \$8 million range.

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

5. Presentation by Oakland Parks, Recreation, and Youth Development about current Measure HH expenditures by the department and their alignment with the guiding principles of the measure

OPRYD Director Nicolas Williams presented along with his Administrative Services Manager Neil Valle. The programming supported by Measure HH Revenue includes swimming programs at all open pools with an emphasis on teaching young people to swim, the Summer Town Camp, and after school programming. The department uses the funds to cover staffing costs and in most instances to provide scholarships for youth who cannot otherwise participate in programming—75% of youth need a scholarship to see that the programs are funded successfully. Director Williams also highlighted how the department connects students to services to reduce health disparities (including county programs), and how the department supports healthy eating choices in partnership with the human Services Department through the Summer Lunch Program.

Neil Valle followed with a detailed breakdown of Measure HH revenue and how OPRYD is allocating it. He answered questions about the pattern of expenditures noting that it ramps up in the summer when Town Camp occurs and then declines in the winter.

Board members had several questions and comments around OPRYD capacity to meet the needs of Oakland youth during the pandemic, how dollars are allocated in an equitable manner, how many youth are served, and whether OPRYD tracks the neighborhoods from where their participants originate.

6. Discussion and Action on the process for allocating the 2021-23 Fiscal Year allocation

The board used the below summary from the AD HOC meeting that occurred:

Sugar Sweetened Beverage Community Advisory Board Funding Allocation Ad Hoc Committee Recommendations:

Overview: The City Council's adopted budget for FY21-23 has been adopted and set aside a portion of the funding to be recommended for allocation to community efforts by the SSB Board as follows:

- \$1 million in year one and \$2 million in year two for community programs for a total of \$3 million over two years.*
- \$500,000 each year toward gift card programs for low-income families to purchase fresh produce*

Sugar-Sweetened Beverage Community Advisory Board

The Ad hoc committee met with HSD and CAO staff to discuss the best way to move forward and came up with options for the Board to consider.

\$3 Million for community groups over two years:

Prior funding was allocated to two sets of organizations for one year of funding. One set of groups was recommended by the SSB Board and a second set received funding at the direction of the City Council. The first set was recommended to receive an additional year of funding at a reduced amount (75%) by this Board and authorized by City Council in July 2020. Due to budget constraints, and other obstacles, that funding was delayed but is underway right now. Because those groups were provided a second year of funding during their first year of operation and amid a pandemic, there has not been a thorough evaluation of the work of these grantees but an evaluation process is being launched presently.

Short of a full evaluation, the ad hoc committee asked that staff bring a preliminary report to the Board in September that details the grantees work and how well they met their deliverables to inform future decision-making.

The Ad hoc committee is proposing two options for the Board to consider:

Option 1: Allow the current contracts to run their course and sunset. During that time, staff can develop an RFP for a two-year funding cycle for a new round of grants.

The advantages are that this allows time for evaluation of the current programs and development of a new RFP that may have different priorities based on the current conditions. Another advantage is that it interrupts the current cycle in which additional funds are being provided to organizations without a full evaluation of their programs. An advantage to grantees is they will know that they have two years of funding to perform their work which makes it easier to hire staff, implement programs, etc.

The disadvantage is that allocating the funds will take longer as a good RFP process will take 9 months to implement. The other disadvantage is that any grantee who is relying on new funding to keep going will need to seek that funding elsewhere. Last, there is often criticism when local government has money that it is not expending when the community needs are high.

Option 2: Extend the currently contracted grantees for another one-year term while developing a one-year RFP for the following year.

The advantage is these organizations will be able to continue their work uninterrupted and funding will be distributed more quickly during a time of high need.

Sugar-Sweetened Beverage Community Advisory Board

The disadvantage is the funding will again be allocated without a thorough evaluation and the difficult cycle of extending grants for one-year, in which funding is running out at the same time the Board is considering extensions, will be perpetuated.

In either option, the staff recommendation is that the City hire a consultant to develop the RFP using salary savings and professional services funding to ensure the RFP development is performed in a timely manner. This prevents the RFP from being delayed by the City's process for replacing the SSB Board's staff member.

The ad hoc committee is seeking the Board's motion to provide a recommendation to staff of whether option 1 or 2 along with support (or not) of bringing on a consultant to develop the RFQ.

\$500,000 gift card program:

There are two vendors already engaged in a gift card distribution program and a third that partners in the distribution/education process. It would be efficient and convenient to extend or negotiate contracts with these two organizations.

However, there is need for an evaluation of the two programs to: a) ensure the cards are being distributed equitably to those in the greatest need, and b) evaluate the total number of cards being distributed versus other program costs. For example, the programs also provide access for corner stores to wholesale priced produce, refrigeration equipment to house the produce, and other leadership development activity that furthers the mission of the Board. The City Council direction did not suggest those other program items could be funded so this evaluation of each program is needed.

The Board could make a motion recommending that staff explore an extension of these contracts after an evaluation of their current performance.

Regarding the \$500K for food gift cards, a motion was made to recommend that staff perform a quick evaluation of the programs and then extend the contracts/award funding to the existing providers that distributed gift cards.

Regarding bringing on a consultant to develop the RFP for the broader allocation, a motion was made to recommend that staff bring on a consultant using salary savings and the motion passed unanimously.

Regarding the broader allocation and whether to launch a one year versus two year RFP, the board tabled any decision to September to get more information on the prior funded programs. The Board also agreed to have the ad hoc reconvene with staff in preparation for September.

7. Board Updates

- **Committee Meetings**

Sugar-Sweetened Beverage Community Advisory Board

- Strategic partnerships
- Wellness Committee

There were no significant reports from committees but it was agreed to hear updates in September.

8. Administrative Update

No updates.

9. Agenda Items for the Next Board Meeting

The Board will hear the regular items, a presentation from HSD on its use of Measure HH Revenue, and will continue its discussion about the new allocation.

10. Adjournment

The meeting adjourned at 8:50.