

Sugar Sweetened Beverage Community
Advisory Board
Special Meeting Notice

Oakland City Hall
1 Frank H. Ogawa Plaza
Oakland, CA 94612
Hearing Room 2, 1st floor
November 5, 2018 6:30pm-8:30pm

AGENDA

1. Welcome and Call to Order (2 minutes)
 - Modifications to the Agenda
2. Open Forum
3. Adoption of Prior Meeting Minutes – *October 8, 2018* *Action*
4. Presentation from Oakland Unified School District on Investments in Nutrition, Wellness, and Physical Activity Presented by Curtiss Sarikey, Office of the Superintendent, Michelle Oppen, School Wellness, and Mark Chavez, Nutrition Services *Discussion*
5. Oakland Parks, Recreation and Youth Development (OPRYD) Presentation *Discussion*
6. Communications Committee Update *Discussion*
7. Administrative Update *Discussion*
8. Adjournment *Action*

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 Beverage Community Advisory Board, please contact Nachele Jackson at 510-238-4919. 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.

DRAFT MINUTES
Sugar Sweetened Beverage Community Advisory Board
Oakland City Hall,
1 Frank H. Ogawa Plaza
Oakland, CA 94612
Hearing Room 1, 1st floor
October 8, 2018 6:30pm-8:30pm

Board Members present: Esperanza Pallana (Chair), Tonya Love, Kim Carter
Martinez, Donna Carey, Julia Liou, & Jared Fine

City Staff Members present: Sandra Taylor, Nachele Jackson & Sharon Robinson

1. Welcome and Call to Order

The meeting was called to order at 6:33 pm. The Board introduced themselves.

There were no changes made to the agenda.

2. Open Forum

Eight speakers made public comments.

1. **Wendy Peterson** – Senior Services Coalition
2. **Krista Lucchesi** – Mercy Brown Bag Program
3. **Mary Louise Zernicke** – Alameda County Adult & Aging Services
4. **Mary Susan Gregory** – SOS Meals on Wheels
5. **Lara Calvert** – Spectrum Community Services
6. **Sarah Miley** – United Seniors
7. **Tanya Washington** – Board of Supervisors District 4
8. **Joshua Assink** – Urban Village Farmers Market Association

3. Adoption of Meeting Minutes from the Regular Meetings - July 9, 2018, and September 17, 2018

Jared Fine moved to adopt the July 2018 and September 2018 minutes. The minutes were unanimously approved.

4. Administrative Update

Sandra Taylor advised the Board that the following has taken place administratively or will take place in the near future:

- The Planner position is expected to be filled this week
- The Program Analyst I position is still being recruited

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- City Council approved a contract for the Sugar Freedom Project to continue its work to provide community-based outreach and education
- Staff Report, which recommends authorization of agreement to provide after-school meals at Oakland Parks, Recreation and Youth Development sites and Oakland Public Library sites, is going to the Life Enrichment Committee on October 23, 2018

5. Presentation by the Sugar Freedom Project on the Corner Store Survey Results

Francis Calpotura and Shaniece Alexander presented the findings and results of the Corner Store survey that shows soda consumption in various parts of the City and how the locations of soda outlets impact the community. Board Member Donna Carey asked that the presentation slides be forwarded to her.

6. Information on Capital Improvement Projects Presented by Oakland Public Works Agency & Oakland Parks, Recreation and Youth Development

Lily Soo Hoo, City of Oakland Project Manager, presented the capital improvement projects at Oakland playgrounds, tot lots, City pool and sports facilities that will be funded through City Council approved Measure HH funds at an estimated cost of \$4,403,500.

7. Response from Finance Department and Discussion of Business Education for Sugar-Sweetened Beverage Tax

Staff presented materials and responses from Finance Dept on previous questions.

Board members raised additional questions:

- What's the number of businesses reached to receive information about the soda tax?
- What is the timeline for distribution of translated materials?
- If someone has been hired to translate, what is the status of translations?

The Board will send a letter to ask the Finance Director to request answers to these questions. Sandra Taylor suggested the need to get clarification on the Communications Committee's role as business education may be an area to address.

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8. Retreat Planning

The Community Advisory Board Retreat will take place on December 1, 2018. Sandra Taylor advised the Board that Staff would need to be included in the planning process. Esperanza Pallana, Donna Carey and Tonya Love volunteered to be on the Retreat Planning Committee. There will likely be no regular meeting in December 2018 if the retreat happens.

9. Update of Hydration Stations Installation

The list of five (5) hydration stations that have been installed was provided. The Oakland Unified School District contract is still in process. Staff stated working with Oakland Unified School District would be next step. The Board expressed their thoughts around the need to provide labeling for the hydration stations. Sandra Taylor stated she would submit written request to Oakland Unified School to put labels on the hydration stations.

10. Selection of Agenda Items for the November 2018 Board Meeting

The November 2018 Sugar-Sweetened Beverage Community Advisory Board Meeting will take place on November 5, 2018. Potential items include:

- Oakland Parks and Recreation Department
- Update on the RFP
- Answers from the Director of Finance
- Oakland Unified School District
- Communications Committee Report

11. Adjournment

The meeting was adjourned at 8:30 pm

NEW

Sugar-Sweetened Beverage Tax

The Sugar-Sweetened Beverage Distribution Tax approved by Oakland voters in November 2016 is now in effect and is intended by law to be levied directly passed through to shoppers.

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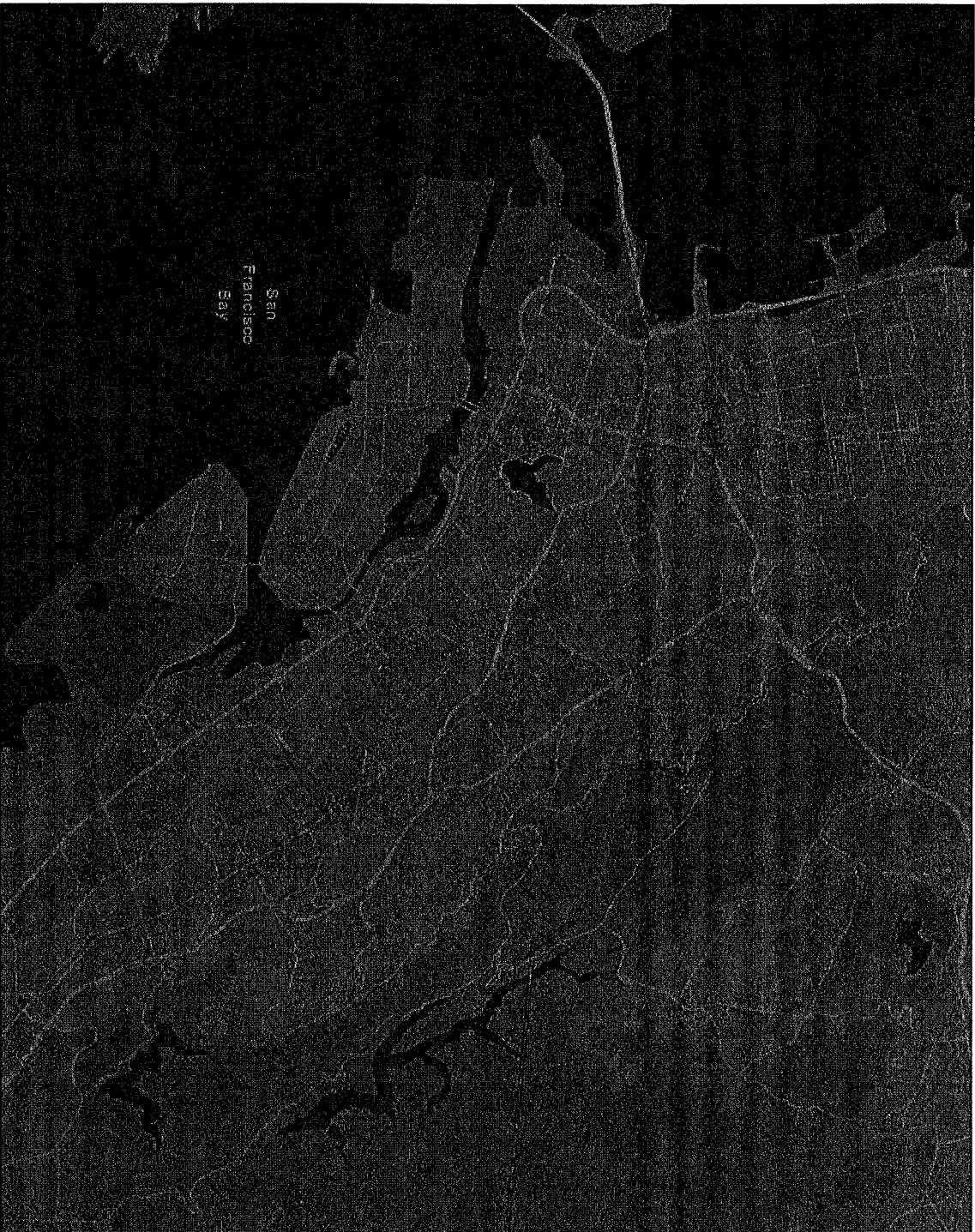
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Additional signage will be added within the city of Oakland.

LUCKY RETAILER



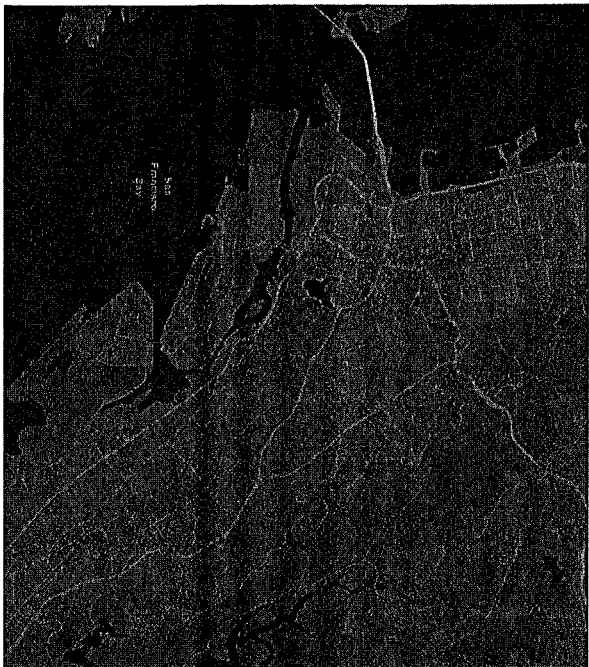
450 Retail Outlets in Oakland

- The 5 zip codes with highest median household income (located in the “Hills” above MacArthur Boulevard) host 82 retail outlets (or 18% of all stores).
- The 5 zip codes with the lowest median household income (located in the “Flats” below MacArthur Boulevard) has 230 stores or 51% of all outlets.
- Zip code 94601 has as many retail stores as 94602, 94619, 94611, and 94618 combined.

Obesity



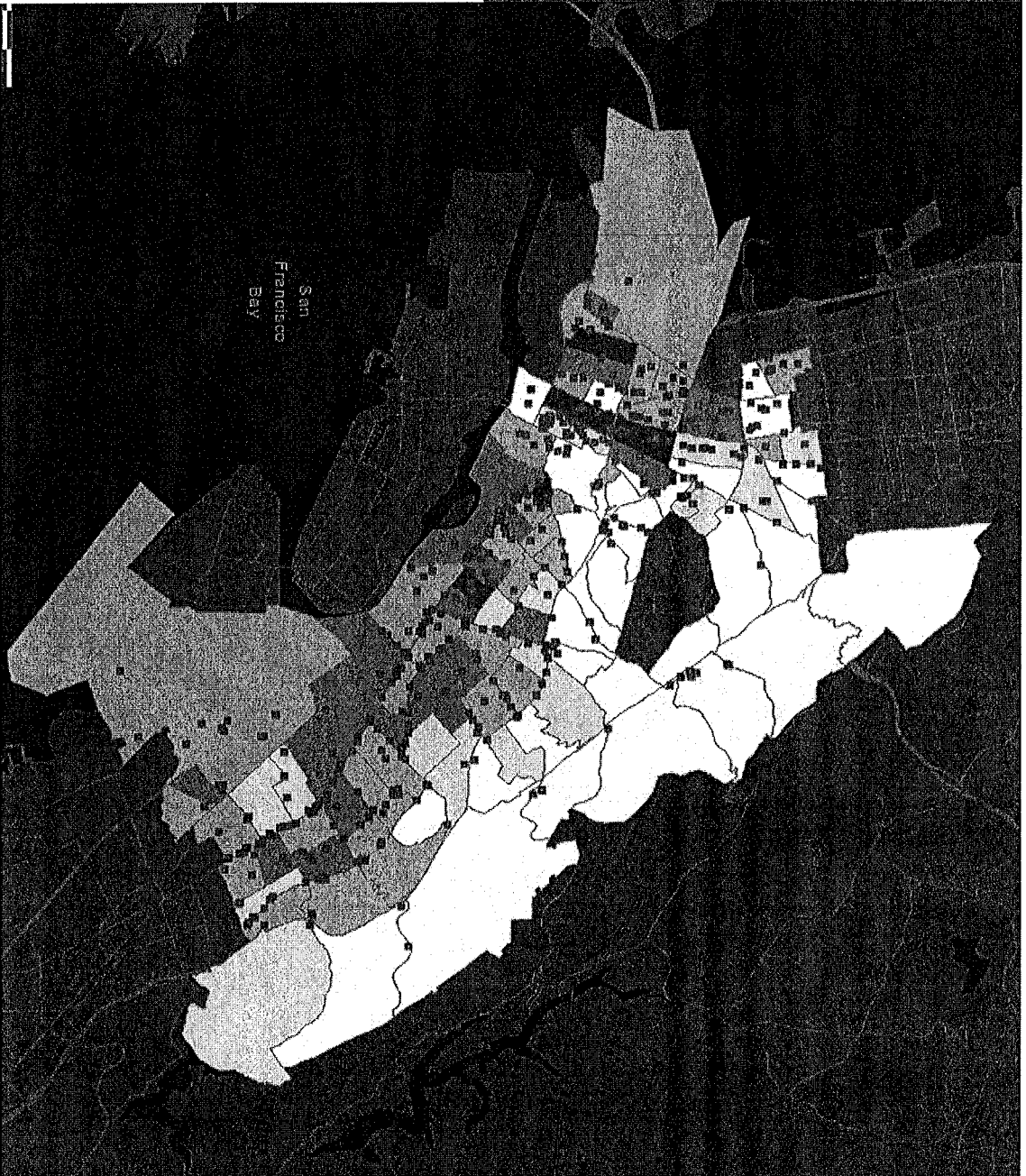
Diabetes



Tooth Loss (65+ Years Old)



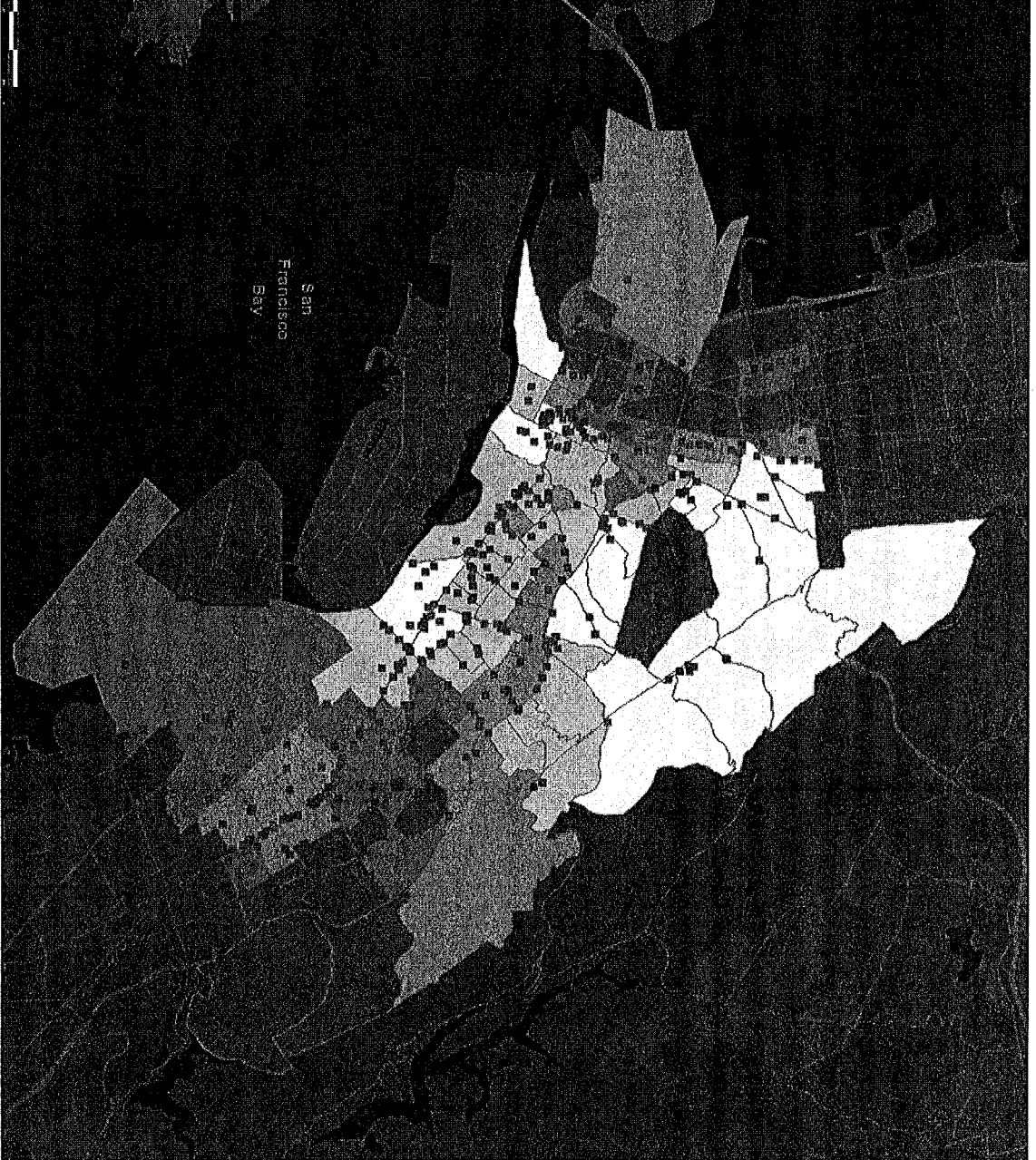
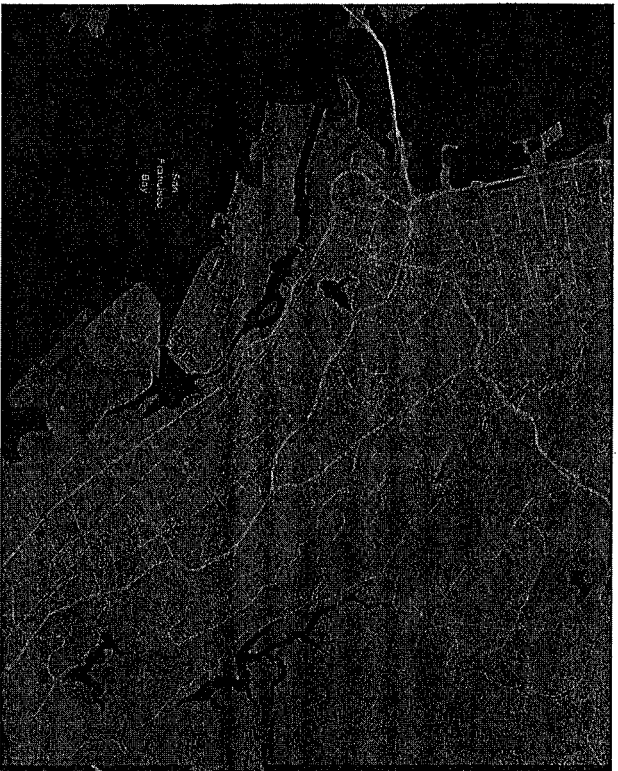
Families with Children in Poverty



Latinx



Black

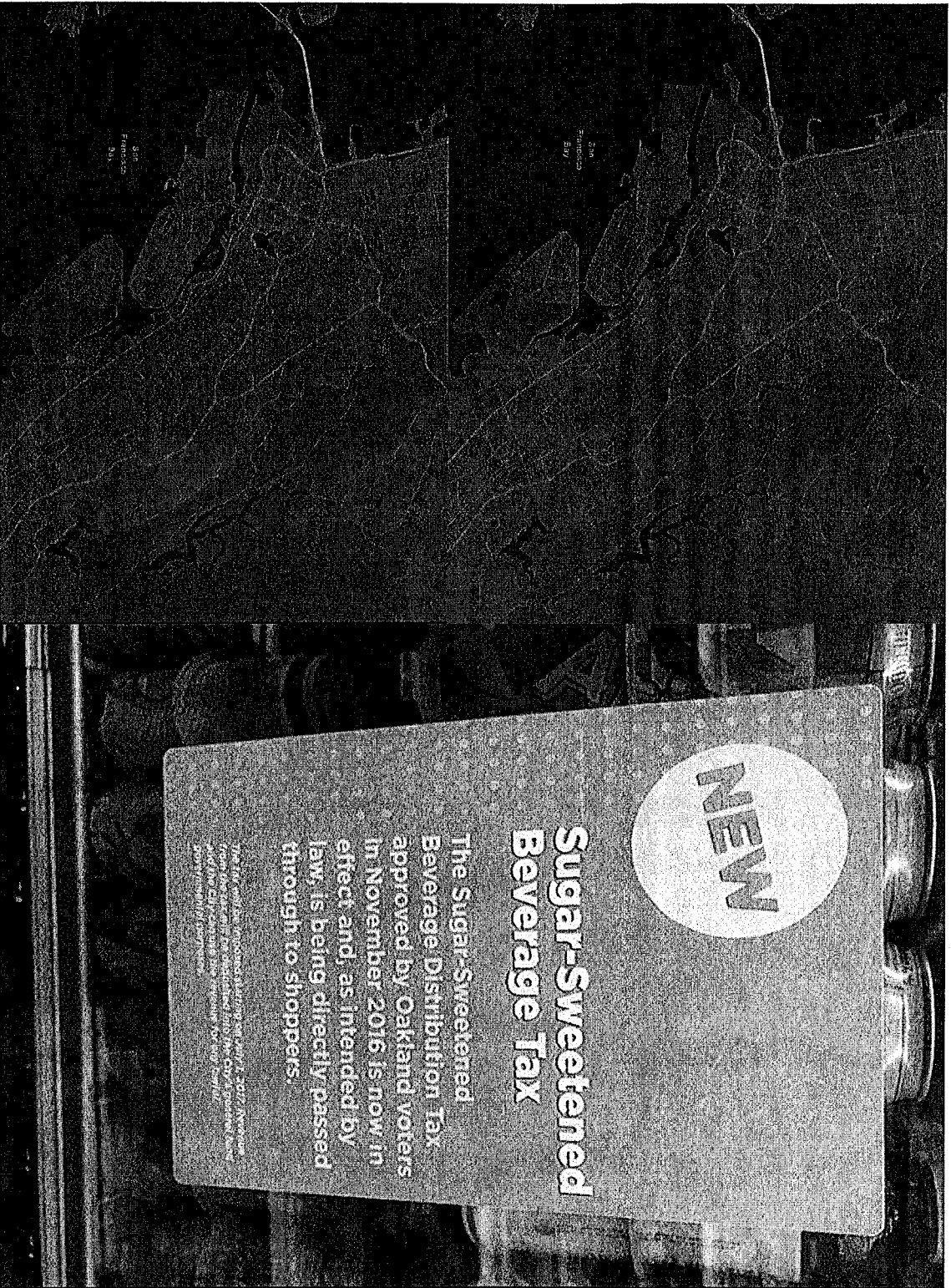


Asian



White





Retail Outlet Field

Survey:

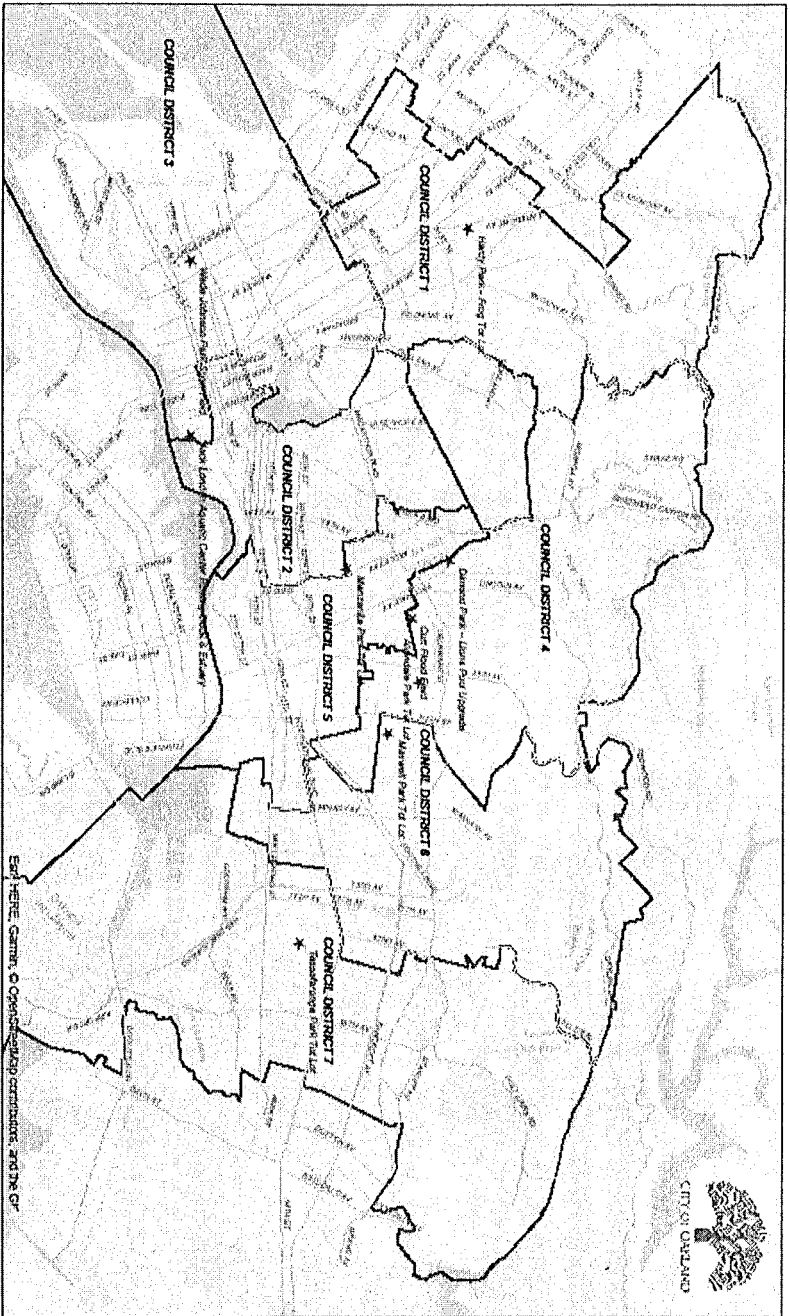
- 1 out of 15 stores in the Hills had an industry sign (store on 35th and MacArthur—borderline)
- 11 out of 15 stores in the Flats had an industry sign
- All stores notice a significant drop in soda sales
- Everyone had a negative or neutral view of the Soda Tax. Some became supportive once they knew money has gone to support kids

Sugar Sweetened Beverage Community Advisory Board Meeting
 (Oct. 8, 2018)

Capital Improvement Projects: Playgrounds/Tot Lots, City Pools, and Sports Facilities

Oct. 8, 2018						
Council Dist.	Project	Location	Tot Lot	Pools and Multi-use Sports Fields		
1	Hardy Park - FROG Tot Lot	491 Hardy Street	\$ 88,000			
2	Jack London Aquatic Ctr.: Rowing Dock & Estuary Launch Ramp Dock Assessment & Improvements	115 Embarcadero		\$ 700,000		
3	Wade Johnson Park Sport Field	1250 Kirkham St		\$ 465,000		
4	Allendale Park Tot Lot	3711 Suter Street	\$ 420,000			
4	Dimond Park - Lions Pool Upgrade	3860 Hanly Rd, Oakland		\$ 600,000		
4/5	Curt Flood Field	3200 Coolidge Ave.		\$ 1,100,000		
5	Manzanita Park Tot Lot	2701 22nd Avenue	\$ 305,000			
6	Maxwell Park Tot Lot	4618 Allendale Avenue	\$ 352,000			
7	Tassafaronga Park Tot Lot	85th Ave & E Street	\$ 174,000			
SUBTOTAL FUND NEEDS:			\$ 4,204,000	\$ 1,339,000	\$ 2,865,000	
Approved Meas. HH Funds			\$ 4,403,500			
Remaining Funds - contingency			\$ 199,500			

Sugar Sweetened Beverage Beverage Community Advisory Board Meeting (Oct. 8, 2018)



Capital Improvement Projects: Playgrounds/Tot Lots, City Pools and Sports Facilities

10/8/18

Prepared by: OPW/ITD GIS Team, October 2018

