

# Sugar-Sweetened Beverage Community Advisory Board

## Regular Meeting

February 11<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

## AGENDA

1. **Welcome and Call to Order**
  - Roll Call, Introductions & Announcements
  - Agenda Review and Adoption
2. **Open Forum**
3. **Review of Notes from Meeting of November 5, 2018** Informational
4. **Approval of Minutes from Meeting of January 14, 2019** Action
5. **Presentation from ALL IN-Alameda County and Health Impact Table on the Recommendation to Expand Healthy Retail Presented by Melanie Moore, Director ALL IN-Alameda County and Rachel Richman, Project Manager Youth Ventures Joint Powers Authority, Oakland Thrives Leadership Council** Informational
6. **Recommendation for Allocation of Sugar-Sweetened Beverage Tax Funds** Discussion/Action
  - Update-Criteria for Key Funding Areas
  - Update-Structure of Special Initiatives
  - Update-Meetings with City Council Members
  - Next Steps for Allocation of SSB Tax Funds
7. **Response to Reducing Consumption of Sugar-Sweetened Beverages Community Grants Program Request for Proposals (RFP)** Informational
8. **Update: Board Members and Committees** Discussion/Action
9. **Administrative Update** Informational
  - Request for Qualifications (RFQ) Seeking Professional Services Release
10. **Adjournment**

**MEETING NOTES**  
***Sugar Sweetened Beverage Community Advisory Board***  
Oakland City Hall,  
1 Frank H. Ogawa Plaza  
Oakland, CA 94612  
Hearing Room 2, 1<sup>st</sup> floor  
**November 5, 2018 6:30pm-8:30pm**

Board Members present: Esperanza Pallana (Chair), Tonya Love, 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 6:35 pm. The Board introduced themselves.

One (1) modification was made to the agenda; Item #5, a presentation by the Oakland Parks, Recreation and Youth Development (OPRYD) was postponed.

**2. Open Forum**

Two (2) speakers made public comments.

1. **Charlie Deterline** – Spectrum Community Services
2. **Leah Ricci** – Ecology Center

**3. Adoption of Meeting Minutes – October 8, 2018**

There was no required quorum present, therefore postponing the adoption of the minutes until the next meeting.

**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**

Curtiss Sarikey presented results from the school district's ongoing development. More communities are requesting meal assistance. Kaiser Permanente is a large provider to the District's Wellness Program. Mr. Sarikey advised there will not be funding cuts to the nutrition program in the future. In conclusion, Mr. Sarikey advised that any investment for specifically restricted purpose stays in that restricted purpose

**5. Oakland Parks, Recreation and Youth Development (OPRYD) Presentation**

Postponed.

**MEETING NOTES**  
***Sugar Sweetened Beverage Community Advisory Board***  
Oakland City Hall,  
1 Frank H. Ogawa Plaza  
Oakland, CA 94612  
Hearing Room 2, 1<sup>st</sup> floor  
**November 5, 2018 6:30pm-8:30pm**

**6. Communications Committee Update**

Members of the Communications Committee are Julia Liou, Jared Fine and Donna Carey. The Committee's main goal is to increase water as a healthy alternative; placing logo's on the hydration stations, possible partnering with Alameda County on campaign language. Using funding to help offset the cost of health care resulting from soda consumption, helping children make healthy choices and protecting the communities health and future. The Board wants a Communications RFQ timeline as they are anticipating utilizing the budget that has been allocated.

**7. Administrative Update**

Effective November 5, 2018, Sharon Robinson is the Human Services Department Program Planner.

The Program Analyst I, recruitment will resume in the spring of 2019 with hiring anticipated in June or July 2019.

The Boards spending allocation is needed in advance by the January 2019 or February 2019 meeting to forward to City Council by March 12 or March 26, 2019.

RFP is being reviewed this week by the City Administrators Office and the Contract Compliance Department. The tentative release date of the RFP is November 16, 2018.

If the RFP is released on November 16, 2018 the timeline is applicants' applications would be due by December 19 or 20, 2018, if released after thanksgiving the due date would be in early January. Assistance will be offered for proposal writing. Staff will review and score proposals. Applicants will have 6 weeks to get their additional contracting documents to the City. Human Services Department anticipates submitting the Grants to the Council for their March 12, 2019 meeting. Planned contract start date of April 1, 2019.

Sandra Taylor advised the RFP Ad-Hoc Committee to release up to \$4,000,000.

The contract for the Hydration stations is moving forward. Pictures of the stations were passed around to the Board. The reference to the funding source and Measure A funds for the hydration station is ongoing.

RFQ for Professional services will have a community listening component and a marketing communication component with a tentative release date of December 1, 2018.

**MEETING NOTES**  
***Sugar Sweetened Beverage Community Advisory Board***  
Oakland City Hall,  
1 Frank H. Ogawa Plaza  
Oakland, CA 94612  
Hearing Room 2, 1<sup>st</sup> floor  
**November 5, 2018 6:30pm-8:30pm**

Sugar Freedom Project contract is ongoing. Council released \$517,000 for the food program for delivery to the OPL and OPRYD after school sites.

Sandra Taylor and Amber? continue to work on the bylaws and expect a version to be forwarded to the Ad-Hoc committee in the next week.

The Board retreat will take place on December 1, 2018 and will focus on funds allocation. Esperanza Pallana suggested the Board moves forward without a facilitator. She also feels a facilitator for the regular Board meetings is burdensome. Sandra Taylor advised the retreat is a public meeting which will need to be advertised 10 days in advance.

Esperanza Pallana suggested prioritizing an evaluator as soon as possible to assist the Board.

The RFQ will not cover evaluation. Sandra Taylor suggested a lot more work and development should be completed. Esperanza Pallana advised an identified evaluator will be helpful in defining the deliverables. Marketing and communication support work can be accomplished and support infrastructure developed with a marketing and communications person which has been identified by the Communications Committee.

Sandra Taylor suggested the topic of moving forward with the RFQ be agendaized, particularly to discuss evaluation so that everyone is on the same page. Esperanza Pallana thinks it's a good idea to have a third opinion.

Sandra Taylor advised the Human Services Department will be the contractor of the RFQ and will ensure who the RFP impacts, as she assumes Council will ask and the Human Services Department will be able to answer thoroughly.

Jared Fine suggested an AD-Hoc Committee for strategic planning as the members and staff have different meanings of what strategic planning is.

Esperanza Pallana advised that she has reached out to the Mayor's Office regarding filling the three (3) vacant seats on the Board as soon as possible.

Esperanza Pallana advised that per the October 2018 meeting, the questions for the Finance Department have been collected and submitted and there will be further communication on the topic.

## MEETING NOTES

### *Sugar Sweetened Beverage Community Advisory Board*

Oakland City Hall,

1 Frank H. Ogawa Plaza

Oakland, CA 94612

Hearing Room 2, 1<sup>st</sup> floor

**November 5, 2018 6:30pm-8:30pm**

Esperanza Pallana advised she wants to prioritize finding an evaluator, and a communications person sooner than later and to wait on further data and some findings and lessons learned with the community process.

Sandra Taylor advised she is unsure with finding an evaluator because of specifics on what they are evaluating, the scope of work and the timeline. An evaluator cannot be hired until it is known what they will be evaluating.

Sandra Taylor advised a Doodle Poll will be circulated by staff to the Communications Committee for an RFQ meeting in the next week.

#### **8. Adjournment**

The meeting was adjourned at 8:10 p.m.



**OAKLAND UNIFIED  
SCHOOL DISTRICT**  
*Community Schools, Thriving Students*

# Nutrition & Wellness

City of Oakland  
SSB Community Advisory Board



Curtiss Sarikey, Chief of Staff, Oakland Unified School District

Michelle Oppen, Wellness Coordinator, OUSD Health & Wellness

Mark Chavez, Executive Director, Nutrition Services

November 5, 2018

# Agenda & Objectives

---

1. OUSD Overview
2. Wellness and Nutrition Goals
3. Financial Needs
4. Question & Answers

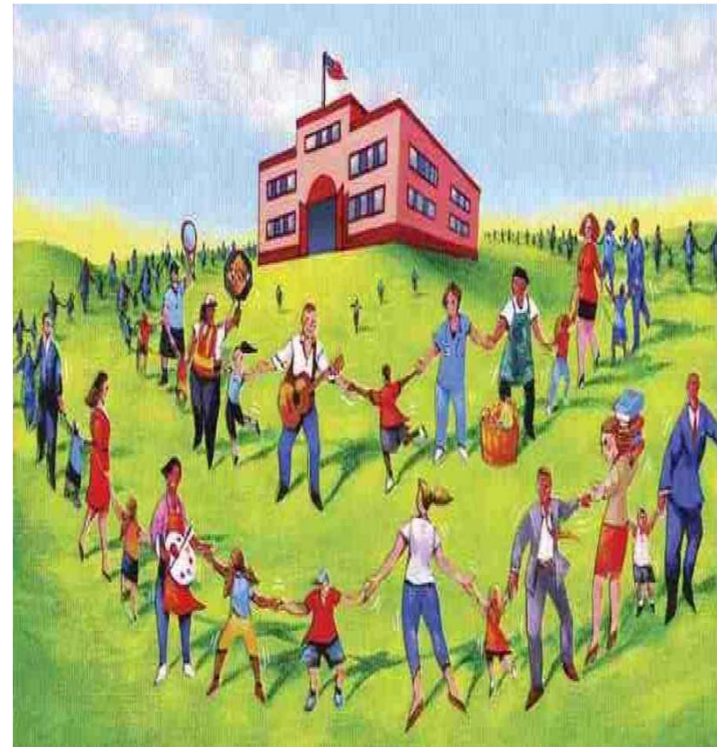
# Our Vision And Mission Ground Us

---

**Vision:** All OUSD students will find joy in their academic learning experience while graduating with the skills to ensure they are caring, competent, fully-informed, critical thinkers who are prepared for college, career, and community success.

---

**Mission:** To become a **Full Service Community District** focused on high academic achievement while serving the whole child, eliminating inequity, and providing each child with excellent teachers, every day.





# Whole Child Education and Development

## Full Service Community Schools -

*equity in action*

## Comprehensive Wellness Policy (since 2006)-

*health, nutrition, wellness, physical activity, mental health, environment...*

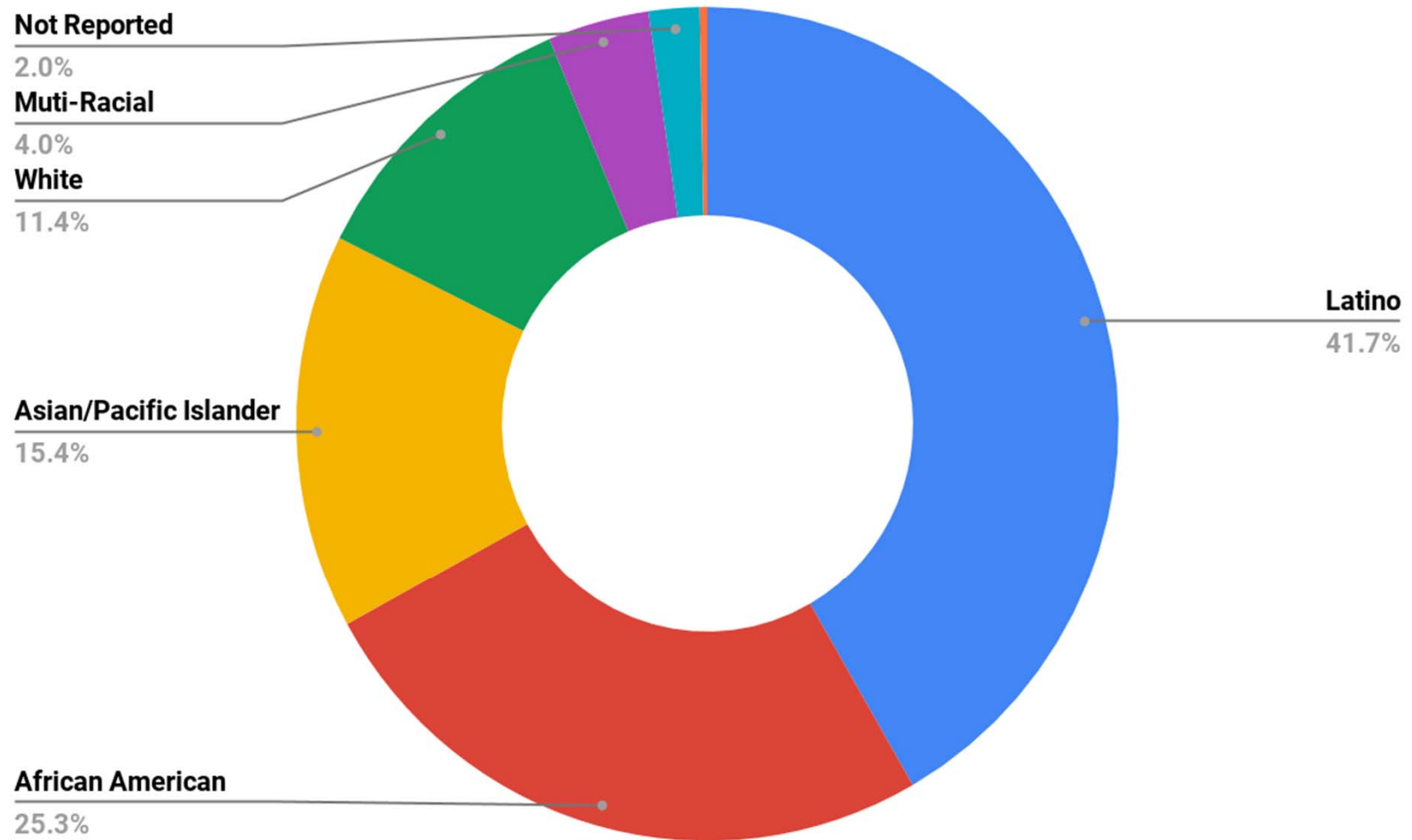
# 2018-19 Quick Student Facts

---



- 36,900 Students
- 16,991 Students Served in After School Programs
- 6,319 Students Served in Summer Programs
- 74.5% Eligible for Free and Reduced
- 30% English Language Learners
- 2,460 Newcomer Students
- 12 % Students with Disabilities
- 839 Students Experience Homelessness

# OUSD Ethnicity Demographics



# Student Health Risk Factors

---

- **Half** of OUSD students drink **at least 1 sugar sweetened beverage** a day; many drink 2 or more
- **40%** of OUSD middle and high school students **eat fast food** every day
- **Only 38%** of OUSD high school students are **in healthy fitness zone** for 5 out of 6 components of State fitness test (compared to **58%** at State level)
- **46%** of OUSD high school students are at **unhealthy weight** (compared to **37%** at State level)

# Creating the Conditions for Health & Academic Success

---

- Daily Access to Healthy Food
- Daily Access to Physical Activity
- Access to Health Care & Wellness Centers
- Healthy Environments to Learn and Play
- Skills and Knowledge to Make Life-Long Healthy Decisions
- Skills to Engage and Advocate for All of the Above

Prevent Chronic Disease

Improve Learning

# OUSD Making the Impact

---

**7,500**

families served through  
school-based food bank  
programs

**6.6 million**

total school meals served

**7,500**

students participate in  
wellness, gardening, and  
nutrition programs

**110**

wellness champions  
serving OUSD schools

# Community-Based Partners

---

**East Bay Agency for Children**

Central Family Resource Center

**County Health Department**

Nutrition, Safe Routes to School, Health Services

**HOPE Collaborative**

Youth Leadership, Wellness Policy Engagement

**Growing Together**

Garden Education

**Trust for Public Land**

Physical School Environment; Living Schoolyards Work

**FoodCorps**

Nutrition, Cooking and Garden Education

**Alameda County Community Food Bank**

Addressing Food Insecurity

**Playworks**

Physical Activity

# Rethinking School Nutrition

---





# Local SSB Tax Investments in School District Nutrition and Wellness

---

**Berkeley -  
42.5% to BUSD**

Cooking and Garden Programs - \$637k

School Food - \$1.5M

Hydration Stations - \$450k

**San Francisco -  
\$3.2M to SFUSD**

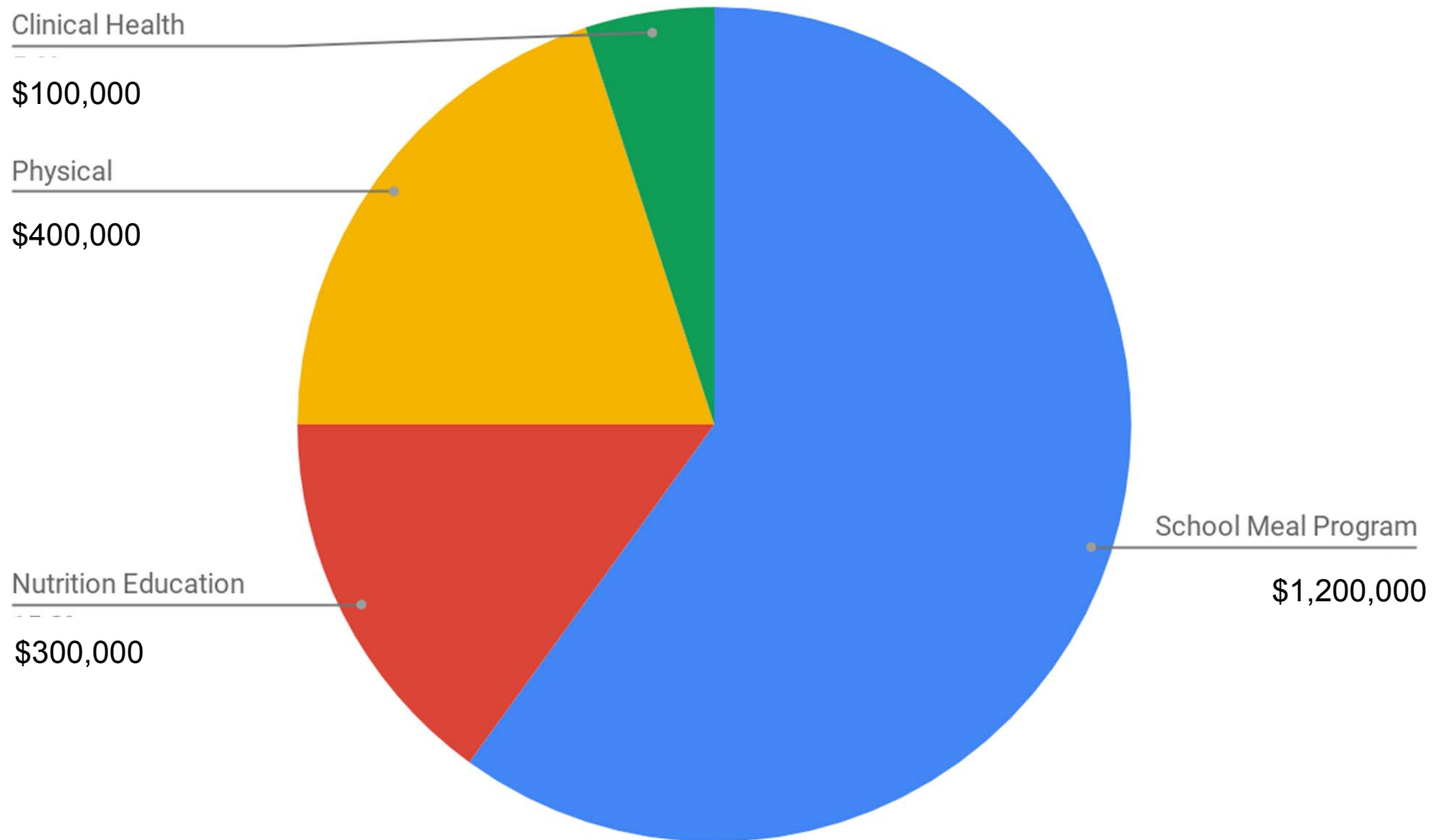
School-Based RFP (Food Access Programs, Education Programs, Physical Activity) - \$728k

Dental Programs - \$550k

# OUSD Funding Need - 18 Months

Recommendation	Deliverable/Outcome	Est. Cost
Restore Supper Program	Serve 440,000 meals at 32 sites. Expand program 10 additional sites to serve more than 575,000; increase of 135,000 meals	\$400,000
Strengthen Food Distribution and Serving Capacity	Purchase needed equipment to distribute meals and commercial equipment to serve students fresh hot/cold food options	\$300,000
Partner with Food Corps to Sustain	Provide nutrition, garden, and cooking lessons to 7,500 students at 20 sites	\$150,000
Expand Wellness Champion Program to Every School - stipends for 50 additional 'Champions'	Improved wellness environment	\$50,000
Physical/Education/Activity training and professional development	Increased quality of physical education for all students	\$100,000

# Long Term Need - Annual



# Funding Investments into 2020-21

		Investment	2018-19	Area of Focused Investment
1	School Meal Programs	\$1.2M (25 cents per meal)	✓	<ul style="list-style-type: none"> <li>School Breakfast</li> <li>After-school Supper</li> <li>Summer Feeding Program</li> </ul>
2	Physical Activity	\$400K	✓	<ul style="list-style-type: none"> <li>High Quality Physical Education</li> <li>High Quality Recess</li> <li>High Quality After School Sports</li> </ul>
3	Nutrition Education	\$300K	✓	<ul style="list-style-type: none"> <li>Programming at The Center</li> <li>School Site Nutrition, Cooking and Garden Education</li> </ul>
4	Clinical Health	\$100K	✓	<ul style="list-style-type: none"> <li>Obesity Prevention and Early Intervention through School-Based Health Centers</li> </ul>



**EVERY STUDENT THRIVES!**



**OAKLAND UNIFIED  
SCHOOL DISTRICT**  
*Community Schools, Thriving Students*

[www.ousd.org](http://www.ousd.org)



[@OUSDnews](https://www.instagram.com/ousdnews)

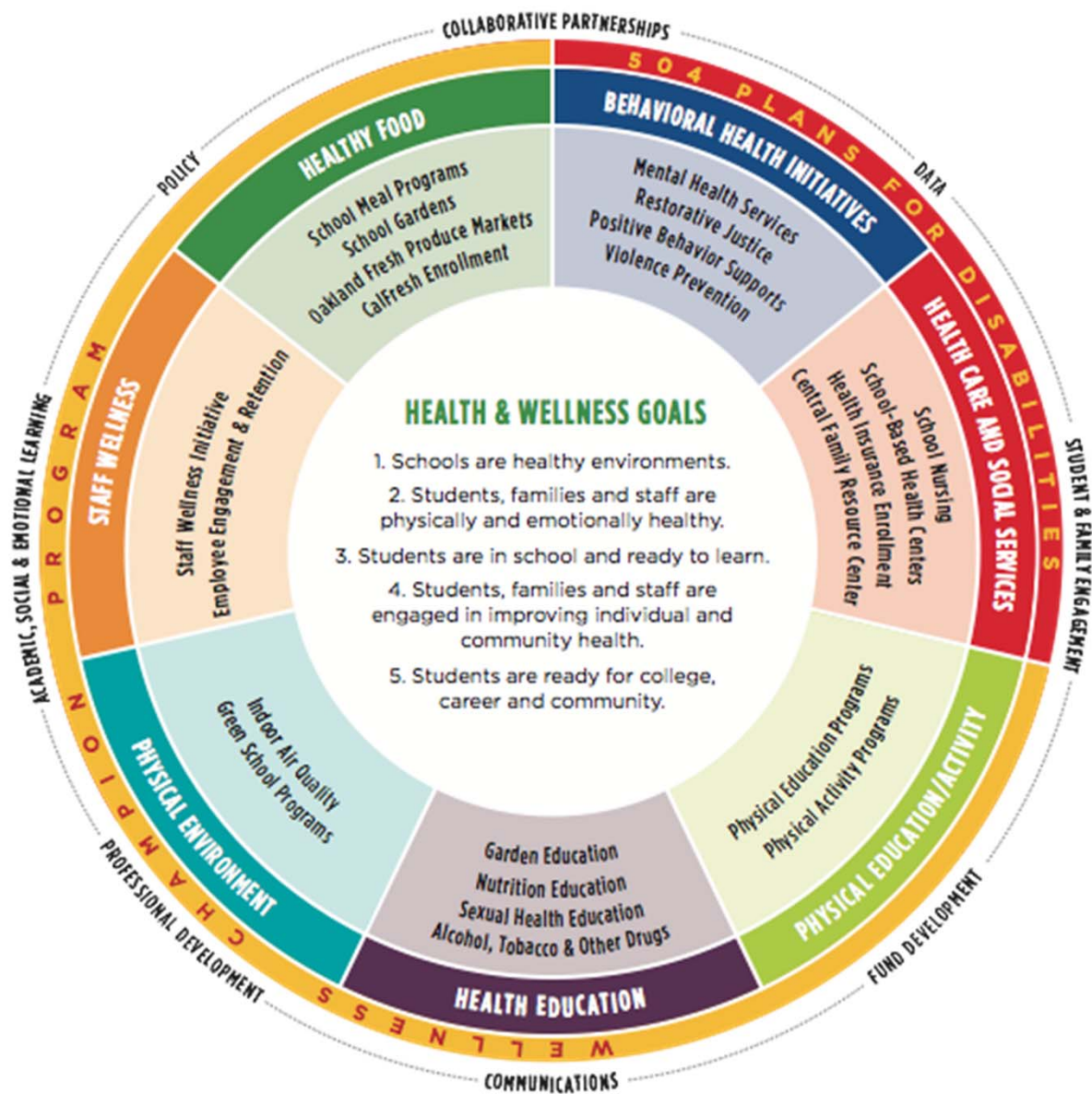
# Appendix

# OAKLAND COMMUNITY SCHOOLS

WHERE ALL STUDENTS GRADUATE COLLEGE, CAREER, AND COMMUNITY READY



# Social, Emotional and Physical Health Framework





**DRAFT MINUTES**  
***Sugar Sweetened Beverage Community Advisory Board***  
Oakland City Hall,  
1 Frank H. Ogawa Plaza  
Oakland, CA 94612  
Hearing Room 1, 1<sup>st</sup> floor  
**January 14, 2019 6:30pm-8:30pm**

Board Members present: Esperanza Pallana (Chair), Tonya Love, Julia Liou, Donna Carey, Justin Watkins and Laurie Lawson

City Staff Members present: Sara Bedford, Sandra Taylor, Sharon Robinson and Sachelle Heavens

**1. Welcome and Call to Order**

The meeting was called to order at 6:34 pm. The Board introduced themselves and new board members Justin Watkins and Laurie Lawson were welcomed.  
No adjustments were made to the agenda.

**2. Open Forum**

1. There were no speakers for public comment.

**3. Administrative Update**

- Update RFP

Sharon Robinson addressed the Board on the November 16, 2018 release of the RFP of the SSB Tax Fund, which was released on the iSupplier portal and via an electronic mailing list. The release was noticed in three local newspapers, sent to the SSB Board members, community members subscribed to the Board's electronic mailing list-serv and the Human Services Department website. Via email and in-person meetings, technical assistance was provided to applicants and contracts with vendors are being established. Proposals were available through the iSupplier portal and for pickup at the HSD office. Pre-proposal conferences were held to address immediate issues. The proposal due date has been extended twice, once to December 28 and again to January 18 which is the current deadline to receive proposals. Fourteen proposals were received by December 28. Funding recommendations are expected to be brought to City Council for approval in April, with the draft of the recommendations to be provided to the SSB Board in March. Ongoing issues with online registration and document access in iSupplier from several applicants were also discussed.

- Update RFQ

Sharon Robinson addressed the Board on the progress of the RFQ. It is on a fast track release that should occur between two (2) to four (4) weeks from the current date. Expected areas of focus will include marketing, communications, and evaluation.

**DRAFT MINUTES**  
***Sugar Sweetened Beverage Community Advisory Board***  
Oakland City Hall,  
1 Frank H. Ogawa Plaza  
Oakland, CA 94612  
Hearing Room 1, 1<sup>st</sup> floor  
**January 14, 2019 6:30pm-8:30pm**

**4. Adoption of Bylaws**

Chair Pallana made a motion to adopt the bylaws as presented in the December 1 Board meeting. Donna Carey seconded this motion. All other Board members unanimously agreed to approve the bylaws.

**5. Election of Advisory Board Officers**

Chair Pallana made a motion to adopt the selection of Board officers as presented in the December 1 Board Retreat. The designation is as follows: Board Chair: Esperanza Pallana; Fiscal Transparent Officer: Kim Carter Martinez; Vice Chair #1: Julia Liou; Vice Chair #2: Tonya Love; Communications Officer: Donna Carey. Chair Pallana made a motion to approve the election and Donna Carey seconded this motion. All other Board members unanimously agreed to approve the election.

**6. Review of Notes from Retreat of December 1, 2018**

These notes were reviewed by the Chair and other Board members. Approval of minutes was not required since there was not a quorum present at the December 1 Board retreat.

**7. Recommendation for Allocation of Sugar Sweetened Beverage Tax Funds**

- Update – Structure of Special Initiatives

Chair Pallana discussed that these initiatives would allocate up to 15% of funding. The ad-hoc committee formed to research this allocation has not yet met but would plan to meet by February 18.

- Update – Criteria for Key Funding Areas

The ad-hoc committee formed to flesh out this issue has not yet met but would plan to meet by February 18.

- Next Steps for Allocation of SSB Tax Funds

The Special Initiatives and Funding Criteria ad-hoc committees must convene to inform next steps for allocation of SSB Tax Funds; therefore, next steps will be addressed at the next Board meeting.

The following Board members volunteered to meet with City Councilmembers:

At Large: Tonya Love and Justin Watkins

D1: Julia Liou and Jared Fine

D2: Tonya Love and Julia Liou

D3: Esperanza Pallana, Donna Carey, and Justin Watkins

D4: Tonya Love, Esperanza Pallana, and Julia Liou

D5: Esperanza Pallana

**DRAFT MINUTES**  
***Sugar Sweetened Beverage Community Advisory Board***  
Oakland City Hall,  
1 Frank H. Ogawa Plaza  
Oakland, CA 94612  
Hearing Room 1, 1<sup>st</sup> floor  
**January 14, 2019 6:30pm-8:30pm**

D6: Esperanza Pallana and Laurie Lawson  
D7: Donna Carey

**8. Committee Updates**

No updates were made.

**9. Adjournment**

The meeting was adjourned at 7:24 p.m.

# Sugar-Sweetened Advisory Board

Retreat 12.01/18

## Allocation Planning

### 1. Allocation Planning

#### Key Funding Areas

City <ul style="list-style-type: none"><li>- Parks and Rec</li><li>- Workforce Development</li><li>- OPL</li><li>- Human Services Department (Food, Seniors, Homeless, Headstart)</li></ul>	20%
OUSD	10%
Community Grants <ul style="list-style-type: none"><li>- Community organizations</li><li>- Community investments</li></ul>	40%
Special Initiatives <ul style="list-style-type: none"><li>- Rapid response</li><li>- Capital investments</li></ul>	15%
Project Delivery + Evaluation <ul style="list-style-type: none"><li>- Board staffing</li><li>- Communications</li><li>- Community planning</li><li>- Evaluation</li></ul>	15%

Funding Allocation – Funding Criteria  
Prepared notes from 2/2/19  
Ad-hoc Committee Meeting

## OUSD

### Criteria

#### Highest Need

Geographic

Income

Ethnic

Age

- Request Reporting/accountability
  - Cannot supplant existing Services ← (Philosophical)
- Polices/Practices Towards
- H.E.A.L
- Expansion/Promotion of Nutrition Center(Central Kitchen)
- Promote joint use agreements to create access to activity ← Funding, Security, Staffing

## Public Works

### Criteria

#### Highest Need

Geographic

Income

Ethnic

Age

- Prioritizing access to fresh drinking H2O
- Active Transportation (Equitably →East West Oakland)
  - Completing bike path to lake or major parks

Parking lot question

How can we be involved in Coliseum/ Howard Terminal (A's) Healthy Development?

## Human Services

### Criteria

#### Highest Need

Geographic

Income

Ethnic

Age

- Polices/Practices consistent
  - Prioritizing local Business (Suppliers)→ (Workforce)

### **OPL (library)**

#### **Criteria**

#### Highest Need

Geographic

Income

Ethnic

Age

- Organizational Health Policy/ Procedure
- Summer and/ Afterschool Food Programs
- Reading programs that educates a lot H.E.A.L
  - Incentive for participation
  - Cooking Demos (Parks)

### **Workforce Development**

#### **Criteria**

#### Highest Need

Geographic

Income

Ethnic

Age

- Training (Health Related ex: ALCO Health/EMS)
- Internship/Apprenticeship Programs (Health Related ex: ALCO Health/EMS)
- Pipeline to college/University in health
  - Health Academy (OUSD School)

### **City Parks & Recreation**

#### **Criteria**

#### Highest Need

• Geographic

• Income

• Ethnic

- Comp up with plan – Polices healthy/ No SBB's

- More accessible safety
  - To all communities (low Income)
- Create incentives to participate on park programs

## SPECIAL INITIATIVES -Draft

***Purpose:** To allocate 15% of Soda Tax revenue to support projects and investments that will further Measure HH purpose and scale impact. This allocation is also in recognition that there is a need to be responsive given the evolving times and climate as relates to the soda industry and political leadership.*

### **Proposed Special Initiative Fund Categories**

#### **1. Community Investments and Technical Assistance**

**A. Investment Strategies:** Launch an RFP process to identify a Community Development Financial Institution (CDFI) to administer a "soda alternative" fund that would enable allocated Measure HH funds as risk capital to small businesses providing affordable culturally appropriate alternatives to communities impacted by SSBs. The following ideas are also based on the greatest needs and hard to come by capital for community driven interventions, such as:

***Mezzanine capital:** Mezzanine capital is a form of financing that is part debt and part equity. It incorporates equity-based options, such as warrants, with a lower-priority debt to provide flexible long term capital for use in buy-outs or growth financings. Frequently unsecured, it usually bears interest at a higher rate than secured loans and often gives the lender a stake in the equity of a project. Mezzanine debt is often used to finance acquisitions, buyouts and accelerated growth.*

***Runway capital:** Capital used to finance overhead before generating positive cash flow from operations of a project.*

***Microlending capital:** Microloans are short-term loans with relatively low interest rates. Generally these loans are offered to small or developing businesses/projects with modest capital requirements and little-to-no revenue history.*

*\*NOTE: An RFP for the CDFIs that would want to administer this fund would need to include the CDFIs experience with small business lending, their expertise in healthy food, their plan to additionally capitalize the program in the case of diminishing Measure HH funds, their proposed borrower requirements, their loan application requirements, the staffing of the fund administration.*

#### **2. Capital Improvements**

This would involve a set aside for one-time capital improvements that are aligned with and in service to addressing the impacts of SSBs as defined below that would be in alignment with the SSB funding criteria. These are to be distinguished from infrastructure repairs. The following below definitions are based on IRS definitions.

<b>Capital</b>	<b>Repair</b>
Improvements that "put" property in a better operating condition	Improvements that "keep" property in efficient operating condition
Restores the property to a "like new" condition	Restores the property to its previous condition
Addition of new or replacement components or material sub-	Protects the underlying property through routine



components to property	maintenance
Addition of upgrades or modifications to property	Incidental Repair to property
Enhances the value of the property in the nature of a betterment	
Extends the useful life of the property	
Improves the efficiency of the property	
Improves the quality of the property	
Increases the strength of the property	
Increases the capacity of the property	
Ameliorates a material condition or defect	
Adapts the property to a new use	
Plan of Rehabilitation Doctrine	

**3. Rapid Response Discretionary Funds\*:** Projects and initiatives in this area would need to meet the following criteria:

- 1) In need of demonstrated immediate and urgent action
- 2) Will have immediate impact as relates to addressing SSB issues, challenges, etc.

\*We want to think through this more to be more specific in our definitions

Proposed Allocation: We propose that half of the Special Initiative Fund allocation go towards discretionary/rapid response funding, with the other half towards capital and community investments.

\*\*\*\*\*

**For further discussion:** Add to the community grant program small business support that enables TA assistance for small businesses to do the following:

- Obtain floor/shelving layout assessments to increase healthy food/beverage (not dietary supplements) inventory
- Layout to implement a floor plan to highlight healthy alternatives at the front of the store and other prominent positioning.
- Marketing support to highlight the alternatives to sugary sweetened beverages that they offer

This could potentially be tacked onto the grant program and not dip into the 15% special initiative allocation for this grant item.

## Overview General Request for Qualifications (RFQ) Seeking Professional Services

### Sugar Sweetened Beverage Areas Within Scope of Work and Release Timeline (Preliminary)

#### Scope of Work

- Marketing and Communications
- Evaluation
- Development of Data System for SSB Initiatives (Collection and Reporting)
- Strategic Planning
- Other Possible Technical Assistance in Community

#### RFQ Release Timeline (Preliminary)

Action	Target Date	Notes
Release RFQ	March	SSB Board provide names of potential vendors/firms
Proposals Due	April	
Review Proposals for Qualified Firms	April/May	
Interview Potential Marketing and Communications Vendors	May/June	SSB Communications Committee participate in the vendor selection process; review from list of qualified firms
Target Date for Contracts to Start	July 1	

Reducing Consumption of Sugar-Sweetened Beverages Community Grants Program-Proposals Submitted

<b>Funding Area</b>	<b>Agency Name</b>	<b>Program Description</b>	<b>Total SSB Funds Requested</b>
1	<b>Alameda County Community Food Bank (ACCFB) Community Nutrition Worker Program</b>	To reduce sugar sweetened beverage consumption by 30%, and increase water consumption by 30%, through a nutrition education program conducted by Community Nutrition Workers. The target population for this program is low-income adults at risk of obesity and diabetes, with a focus on people of color , especially African and Latinx clients at partner organizations in East and West Oakland, Fruitvale, and San Antonio.	<b>\$105,628.00</b>
1	<b>Alameda County Public Health Department-Nutrition Services Sub-Grantee: Planting Justice Rethink Your Drink Oakland</b>	Stipend peer champions to provide workshops and educational materials. Health promotion and education to occur at schools, parks, cooking academies, retail outlets and community based health fairs. Champions will work with managers and owners of food retail outlets to market water over sugar beverages and develop youth leaders at 10 schools to educate their peers.	<b>\$250,000.00</b>
1	<b>Eden I&amp;R 2-1-1 as an Intervention to Reduce the Consumption of SSB</b>	Will record messages promoting water consumption, educating on the impacts of sweeten beverages and suggest healthy alternatives in several languages	<b>\$75,000.00</b>
1	<b>LaClinica de La Raza, Inc. H2Oakland Education Program</b>	Promote health by implementing evidence-based, culturally and developmentally appropriate workshops and health fairs	<b>\$90,575.00</b>
1	<b>Preventive Care Pathways Program Name: Preventive Care Pathways-Watson Wellness Water Project</b>	Increase water consumption, social marketing and education campaigns focused on culturally relevant and physical activities with access to parks and open spaces	<b>\$150,000.00</b>
1	<b>Tides Center, Fiscal for HOPE Collaborative Youth Action to Reduce Sugar-Sweetened Beverage Consumption</b>	Youth -led events at corner stores, schools and other public spaces	<b>\$150,000.00</b>
1	<b>YMCA Growing Stronger Together</b>	Nutrition education for young children and families, food access, healthy beverage promotion and physical activity	<b>\$150,000.00</b>
1	<b>Youth Employment Partnership, Inc. Peer-to-Peer Nutrition</b>	Will provide 198 high-risk youth with summer enrichment and after school training to become advocates for healthy Oakland communities. Nutrition science, meal prep, increase water consumption and educate peers	<b>\$150,000.00</b>
<b>8</b>	<b>Total Funding Area 1: Prevention through Education and Promotion</b>		<b>\$1,121,203.00</b>
2	<b>18 Reasons Cooking Matters</b>	To 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.	<b>\$75,000.00</b>
2	<b>Asian Health Services Sub-Grantees: Asian Prisoner Support Committee (APSC), East Bay Asian Local Development Corporation (EBALDC), Oakland Asian Cultural Center (OACC) Moving a Madison Park Wraparound Health Program (MMWHP)</b>	Conduct early SSB screenings for children, provide prevention care through nutrition counseling, healthy cooking and workshops	<b>\$75,000.00</b>

Reducing Consumption of Sugar-Sweetened Beverages Community Grants Program-Proposals Submitted

Funding Area	Agency Name	Program Description	Total SSB Funds Requested
2	<b>Best Weigh of Life</b> Sub-Grantees: City of Oakland-deFremery Recreation Center <b>Best Weigh of Life</b>	Movement and physical activity with mini nutrition class and choose water education	<b>\$25,000.00</b>
2	<b>Designing Justice Designing Spaces (DJDS)</b> Sub-Grantees: The Butterfly Movement, Spearitwurx, Mandela Grocery Cooperative, Namaste Ready, KaCierge <b>Pop-Up Resource Village</b>	Support Pop-Up Resource Villages	<b>\$250,000.00</b>
2	<b>East Bay United Soccer Club</b> Sub-Grantees: Youth Education for Success <b>EBU Healthy Oakland Initiative</b>	Expand soccer school and increase the number and dollar amount of financial aid awards for players	<b>\$148,842.00</b>
2	<b>Fresh Approach</b> <b>VeggieRx Program for Healthy Food and Beverages</b>	Connect families and youth with access to affordable farm fresh produce, cooking and nutrition education	<b>\$58,378.27</b>
2	<b>Mandela Marketplace</b> <b>Mandela Hubs for Health</b>	Increase availability of fruits and vegetables with produce stands, integrate nutritional education, cooking demonstrations and workshops	<b>\$150,000.00</b>
2	<b>Mercy Retirement and Care Center</b> <b>Mercy Brown Bag Program</b>	Coordinated distribution of free fresh produce, low sugar and salt groceries and support mobile grocery truck	<b>\$150,000.00</b>
2	<b>Oakland Lacrosse Club</b> <b>East Oakland Lacrosse Outreach and Team Experience</b>	Provide opportunities to learn and play lacrosse, eat nutritious snacks and staying fit and healthy education.	<b>\$75,000.00</b>
2	<b>Planting Justice</b> <b>Sustainable Agriculture for a Healthier Oakland</b>	Provide sustainable agriculture, garden training and education to choose healthier food.	<b>\$150,000.00</b>
2	<b>Roots Community Health Center</b> Sub-Grantees: American Heart Association, Healthy Black Families <b>Program Name: East Oakland Food Matters</b>	Increase knowledge and access to healthy foods, local produce, budget friendly recipes and increase informed choice making of food and beverages	<b>\$250,000.00</b>
2	<b>Service Opportunity for Seniors</b> <b>Health Improvement for Homebound Seniors</b>	Provide access to healthy and affordable food, water and active living through nutrition training and recycling education and provide produce	<b>\$93,052.00</b>
2	<b>Spectrum Community Services, Inc.</b> <b>Oakland Senior Meals Project</b>	Increase awareness of seniors to regular consumption of healthy and affordable food, combined with opportunities to socialize	<b>\$149,791.00</b>
2	<b>Urban Strategies Council, Fiscal for Mandela Grocery Cooperative, Inc.</b> Sub-Grantees: Mandela Grocery Cooperative <b>Steps for a Healthier Life</b>	Increase healthy food awareness among West Oakland residents and increase access to healthier drink alternatives are Mandela Grocery Cooperative	<b>\$238,205.00</b>
2	<b>West Oakland Health</b> Sub-Grantees: Slim Jenkins Court, Acron Center and Courtyard Apartments, Create A Way Foundation, City Towers Apartments, Saint Vincent's Day Home <b>West Oakland Community Wellness Program</b>	Provide access to healthy and affordable food, water and active living through nutrition training and recycling education and provide produce	<b>\$250,000.00</b>
2	<b>Walk Oakland Bike Oakland</b> <b>Oaklavia-Open Streets</b>	Transform road spaces into car-free, community-centered places that promote physical activity and interactions	<b>\$13,700.00</b>

Reducing Consumption of Sugar-Sweetened Beverages Community Grants Program-Proposals Submitted

Funding Area	Agency Name	Program Description	Total SSB Funds Requested
16	<b>Total Funding Area 2: Healthy Neighborhoods and Places</b>		<b>\$2,151,968.27</b>
3	<b>Alameda County Public Health Department-Office of Dental Health Preventive Dental Services for Children at WIC</b>	Double capacity to provide oral health education , screening and preventive services to families with children ages 0 - 5.	<b>\$150,000.00</b>
3	<b>Alameda Health Consortium Sub-Grantees: West Oakland Health, LaClinica de La Raza, Asian Health Services Diabetes Prevention and Oral Health Initiative</b>	Reduce diabetes with prevention and control oral health assessment, prevention and education and dental care	<b>\$250,000.00</b>
3	<b>Native American Health Center, Inc. Healthy Oakland Families</b>	Provide nutrition and wellness education opportunities, Food Farmacy / Food as Medicine health fair programs	<b>\$150,000.00</b>
3	<b>Prescott-Joseph Center for Community Enhancement (PJCCE) PJCCE Oakland Cares-More Water Less Sugar-Sweetened Drinks</b>	Education about hazards of the consumption of sweeten beverages, measure for obesity through body mass index testing and nutrition programs	<b>\$149,164.00</b>
4	<b>Total Funding Area 3: Health Care Prevention and Mitigation</b>		<b>\$699,164.00</b>
4	<b>Bay Area Community Resources Sub-Grantees: Center for Science in the Public Interest (CSPI) Healthy Options at Point of Sale (HOPS)</b>	Engage transitional-aged youth in a community action research project to determine the prevalence of and attitudes toward sugar-sweetened beverages and products	<b>\$149,997.00</b>
1	<b>Total Funding Area 4: Policy and Advocacy</b>		<b>\$149,997.00</b>
29	<b>Total</b>		<b>\$4,122,332.27</b>