

# Sugar-Sweetened Beverage Community Advisory Board

## Regular Meeting

October 11, 2021 ■ 6:30pm-8:30pm

### Zoom Teleconference

Pursuant to California Government Code section 54953(e), Oakland Sugar-Sweetened Beverage Community Advisory Board Members/Commissioners, as well as City staff, will participate via phone/video conference, and no physical teleconference locations are required.

Please click the link to join the teleconference: <https://us02web.zoom.us/j/84288286924>

#### TO OBSERVE:

<https://us02web.zoom.us/j/84288286924>

Or iPhone one-tap :

US: +16699009128, 84288286924# or +12532158782,,84288286924#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656 or +1 301 715 8592  
or +1 312 626 6799

Webinar ID: 842 8828 6924

International numbers available: <https://us02web.zoom.us/j/84288286924>

#### TO COMMENT:

1) To comment by Zoom video conference, you will be prompted to use the "Raise Your Hand" button to request to speak when Public Comment is being taken on the eligible Agenda item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

2) To comment by phone, you will be prompted to "Raise Your Hand" by pressing "\* 9" to request to speak when Public Comment is being taken on the eligible Agenda Item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

#### ADDITIONAL INSTRUCTIONS:

1) Instructions on how to join a meeting by video conference is available at: <https://support.zoom.us/hc/en-us/articles/201362193%20-%20Joining-a-Meeting#>

2) Instructions on how to join a meeting by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663%20Joining-a-meeting-by-phone>

3) Instructions on how to "Raise Your Hand" is available at: <https://support.zoom.us/hc/en-us/articles/205566129-Raising-your-hand-In-a-webinar>

#### 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

## AGENDA

1. Welcome and Call to Order
  - Roll Call, Introductions
  - Announcements
  - Agenda Review and Adoption
2. Open Forum
3. Adoption of Prior Meeting Minutes: September 13, 2021 Action
4. Update from the City Administrator's Office on the Measure HH Revenue Status Informational
5. Presentation of the SABA Grocers Initiative Informational
6. Board Updates Informational  
with possible  
action
  - Communications Committee
  - Ad Hoc RFP Committee
  - Strategic partnerships
  - Wellness Committee
7. Administrative Update Informational
8. Agenda Items for the Next Board Meeting Action
9. Adjournment

# Sugar-Sweetened Beverage Community Advisory Board

## MINUTES TO BE APPROVED

September 13, 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 6:35 pm.

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

Chairperson Liou announced that she will be stepping down from the Board due to a promotion at work that will require her to focus her attention there. The other Board members acknowledged her great work and thanked her for her great service.

### 2. Open Forum

There was one open forum speaker: Dan Ashbrook with Meals on Wheels spoke about the high need for food that still exists in the community, he estimates it to be about 85% of what it was at the height of the pandemic. His team is serving 1052 Oaklanders with 327,000 meal deliveries. He encouraged the board to continue its support of food access programming.

### 3. Adoption of Prior Meeting Minutes: July 12, 2021

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# Sugar-Sweetened Beverage Community Advisory Board

The July 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 year end collection for FY21 of \$7,955,686.36. there may still be some final collections to push that annual total up but it likely will remain in the low-\$8 million range as projected.

## **5. Presentation by the Human Services Department on its Measure HH Revenue expenditures**

Director Sara Bedford opened up and presented the team including Sandy Taylor, Manager of the Oakland Fund for Children and Youth, Scott Means the Aging Services Manager, Sarah Trist who manages Head Start, and Neffertice Williams who supports the program work on the SSB. They provide a detailed report on how SSB funds a variety of programs. Please see the attached PowerPoint for the details.

## **6. Discussion and Action on the process for allocating the 2021-23 Fiscal Year allocation, including a discussion of the SSB Program Summary (Attached)**

The Board discussed the strategy developed by the ad hoc committee and revisited whether to create a one year versus two-year funding cycle for the \$3 million allotment. There was discussion about the performance of the past groups and the need to pivot during the pandemic as was reflected in the report provided by HSD.

Based on feedback from the ad hoc committee a motion was made to recommend a 2-year new RFP with a focus on food security and service delivery and to encourage the release of an RFP by November.

There was also a revisit of the \$500K allocation by the City Council to gift cards for food access for vulnerable populations. (Public Speaker) Molly DeVinney with the Sugar Freedom Project noted that there was some confusion about what service providers have a gift card program (based on an inaccurate reflection in the minutes stating that 2 providers did and a third was assisting in distribution. She explained that only SABA Grocers has a gift card system in place with Sugar Freedom supporting distribution while Mandela Partners has a produce subsidy program that is structured differently.

(Public Speaker) Lina Ghanam with Saba Grocers also clarified that the original \$500K for gift cards was a Cares Act Grant, not SSB dollars—the \$500K in SSB dollars which is just underway went to the three providers to support this programming but was not all reserved for gift cards. She noted that HSD had an evaluation of that work that could be [resented and the Board agreed to hear that at the October meeting. Members discussed getting into details about the distribution effort, its geographic basis, etc. and to see if there are opportunities for the board to support that work.

# Sugar-Sweetened Beverage Community Advisory Board

It was also clarified that the Board already made a recommendation on the \$500,000 so no further action was needed for staff to move that forward.

## 7. Board Updates

### Committees:

**Communication Committee:** Members Alston and Breines will meet with staff on next steps after Collectivo and report back next month.

**Wellness Committee:** Member Watkins reported there was a meeting scheduled with the OPRYD Director the following day and they will report back next month.

**Ad Hoc RFP Committee:** Members Watkins, Breines, and Wong were selected to serve and will meet with staff as soon as possible.

## 8. Administrative Update

Joe DeVries reported out that the recruitment for the new Staff Member should be posting in the next few weeks.

## 9. Agenda Items for the Next Board Meeting

- Presentation by Saba Grocers
- Report back from committees; specifically, from Communications and the Ad hoc RFP committee
- Revenue status

## 10. Adjournment

The meeting adjourned at 8:34.

SSBT Net Collection Summary (by month)

| Fiscal Year | Month  | Revenue      | YTD            |
|-------------|--------|--------------|----------------|
| FY 2021-22  | Jul-21 | \$734,716.33 | \$734,716.33   |
|             | Aug-21 | \$625,287.10 | \$1,360,003.43 |
|             | Sep-21 | \$0.00       | \$1,360,003.43 |
|             | Oct-21 | \$0.00       | \$1,360,003.43 |
|             | Nov-21 | \$0.00       | \$1,360,003.43 |
|             | Dec-21 | \$0.00       | \$1,360,003.43 |
|             | Jan-22 | \$0.00       | \$1,360,003.43 |
|             | Feb-22 | \$0.00       | \$1,360,003.43 |
|             | Mar-22 | \$0.00       | \$1,360,003.43 |
|             | Apr-22 | \$0.00       | \$1,360,003.43 |
|             | May-22 | \$0.00       | \$1,360,003.43 |
|             | Jun-22 | \$0.00       | \$1,360,003.43 |

SSBT Reconciliation

|        | July-21 Pmts | Aug-21 Pmts  | Sep-21 Pmts  | Oct-21 Pmts | Nov-21 Pmts | Dec-21 Pmts | Jan-22 Pmts | Feb-22 Pmts | Mar-22 Pmts | Apr-22 Pmts | May-22 Pmts | Jun-22 Pmts | Jul-22 Pmts (accrual) |
|--------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------|
| Jul-21 |              | \$677,521.47 | \$57,194.86  |             |             |             |             |             |             |             |             |             |                       |
| Aug-21 |              |              | \$625,287.10 |             |             |             |             |             |             |             |             |             |                       |
| Sep-21 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| Oct-21 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| Nov-21 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| Dec-21 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| Jan-22 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| Feb-22 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| Mar-22 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| Apr-22 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| May-22 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| Jun-22 |              |              |              |             |             |             |             |             |             |             |             |             |                       |
| Total  | \$0.00       | \$677,521.47 | \$682,481.96 | \$0.00      | \$0.00      | \$0.00      | \$0.00      | \$0.00      | \$0.00      | \$0.00      | \$0.00      | \$0.00      | \$0.00                |

As shown in Oracle

| Balance Type | Actual   | Currency Type | Total         |                |               |
|--------------|----------|---------------|---------------|----------------|---------------|
| Period       | Currency | PTD           | PTD Converted | YTD            | YTD Converted |
| P01-22       | USD      | 0.00          |               | 0.00           |               |
| P02-22       | USD      | (677,521.47)  |               | (677,521.47)   |               |
| P03-22       | USD      | (320,874.71)  |               | (998,396.18)   |               |
| P04-22       | USD      | (361,607.25)  |               | (1,360,003.43) |               |



# CARES project

Report 11/1/2020

## PROJECT SYNOPSIS

Since launching this project we have made progress in delivering a number of the project components, all of which you will find detailed below. Most importantly we have identified 1000 families to receive “Saba’s Food Card;” ordered the first 700 cards (the remaining 300 will be ordered in the coming weeks), successfully enrolled 26 merchants in a merchant restricted card system, hired new project staff, and established a produce ordering system and distribution pattern for 7 corner stores. Our distributor has delivered produce to all 7 stores on a weekly basis and to support long-term sustainability and success, we have facilitated in-depth 1-on-1 trainings on produce sales and maintenance for these stores. We have purchased and delivered energy efficient refrigeration units for participating corner stores. Saba has identified a list of essential grocery items per store, and established a system to discount each product by \$1. Lastly, we have designed and printed fliers for 4 corner stores (*One Stop, Isler’s, Salam Halal, Campbell Park Stop*). We are flyering these neighborhoods this week, and we

will produce flyers and other marketing materials for the remaining 3 stores (*Q&S Market, Jalisco Market, Two Star*). In the next two weeks we will be distributing 700 cards, along with masks and 8oz hand sanitizer. We will also be ordering the remaining 300 cards and distributing them through our partner networks. We will continue our weekly produce deliveries and monitor produce

sales and waste logs.





# CARES project

Report 11/1/2020

## COMPLETED TASKS

- **Produce & Grocery**
  - Conducted a project orientation and onboarding process for 7 corner stores covering program guidelines and protocols. This included expectations of store owners to: place weekly produce orders (~\$100/week); maintain produce section; set up refrigeration unit in an obvious and visible location; complete weekly logs of sales, waste and redeemed coupons; adjust essential grocery prices; champion new products and produce with customers; encourage customers to take program survey; and solicit feedback on product/produce requests.







SABA Grocers Initiative

## CARES project

Report 11/1/2020

- We have established a weekly produce distribution system. This included setting up a method for stores to place weekly orders, developing a calendar for order deadlines and delivery dates/times with all stores, curating a weekly produce menu, and providing store owners with invoices and breakdown of wholesale prices.
- We have conducted one-on-one training sessions with each store owner/manager on: Grocery Sales, Pricing and Maintenance.
- Along with the corner store owners, we identified a specific list of Essential Grocery Items per store, and agreed on discounting each item by \$1 for now. We will be revisiting this subsidy later on in the project to assess the discount amount.



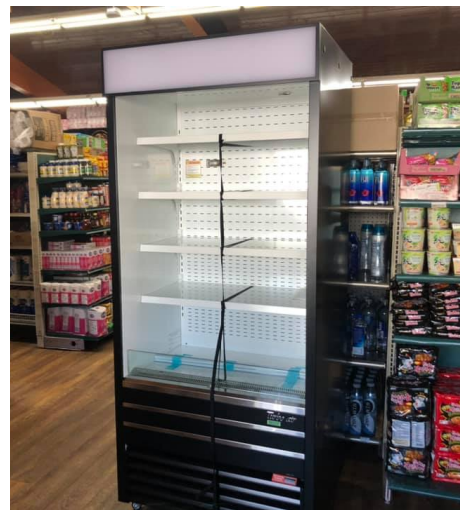


# CARES project

Report 11/1/2020

- **Equipment purchases**


- We have purchased five energy efficient refrigeration units, and worked with 3 stores on upgrading their electricity hubs to account for the requirements of this equipment.





SABA Grocers Initiative



- We designed 13 Hand Sanitizer Stations that share information on this project with residents, and have an embedded survey link inviting customers to share ideas, request products and connect with this project. Customers receive \$5 off of their produce purchases when completing the survey. Please see Hand Sanitizer Station design: 
- **Marketing**
  - We have designed two Feather Flags per corner store (total 7) promoting new produce and discounted groceries.
  - We have designed and printed flyers for four stores: Salam Halal, Campbell Park Stop, One Stop & Isler's. We plan to start flyering in two neighborhoods in West Oakland this week (the first week of November). *(Please see flyers attached below).*
- **Saba Food Cards**
  - Saba has successfully set up a rewards card program to be used exclusively in our 26 participating stores.
  - In partnership with the East Oakland Collective, Sugar Freedom Project, Parks & Rec, Head Start, Street Level Health Project, Lighthouse Mosque, Al-Salam Mosque and Corner Store Owners, we have identified 1000 individuals/families to receive Saba's Food Card (700 first batch, 300 second batch). Through our eligibility identification protocol, we gathered first and

## CARES project

Report 11/1/2020

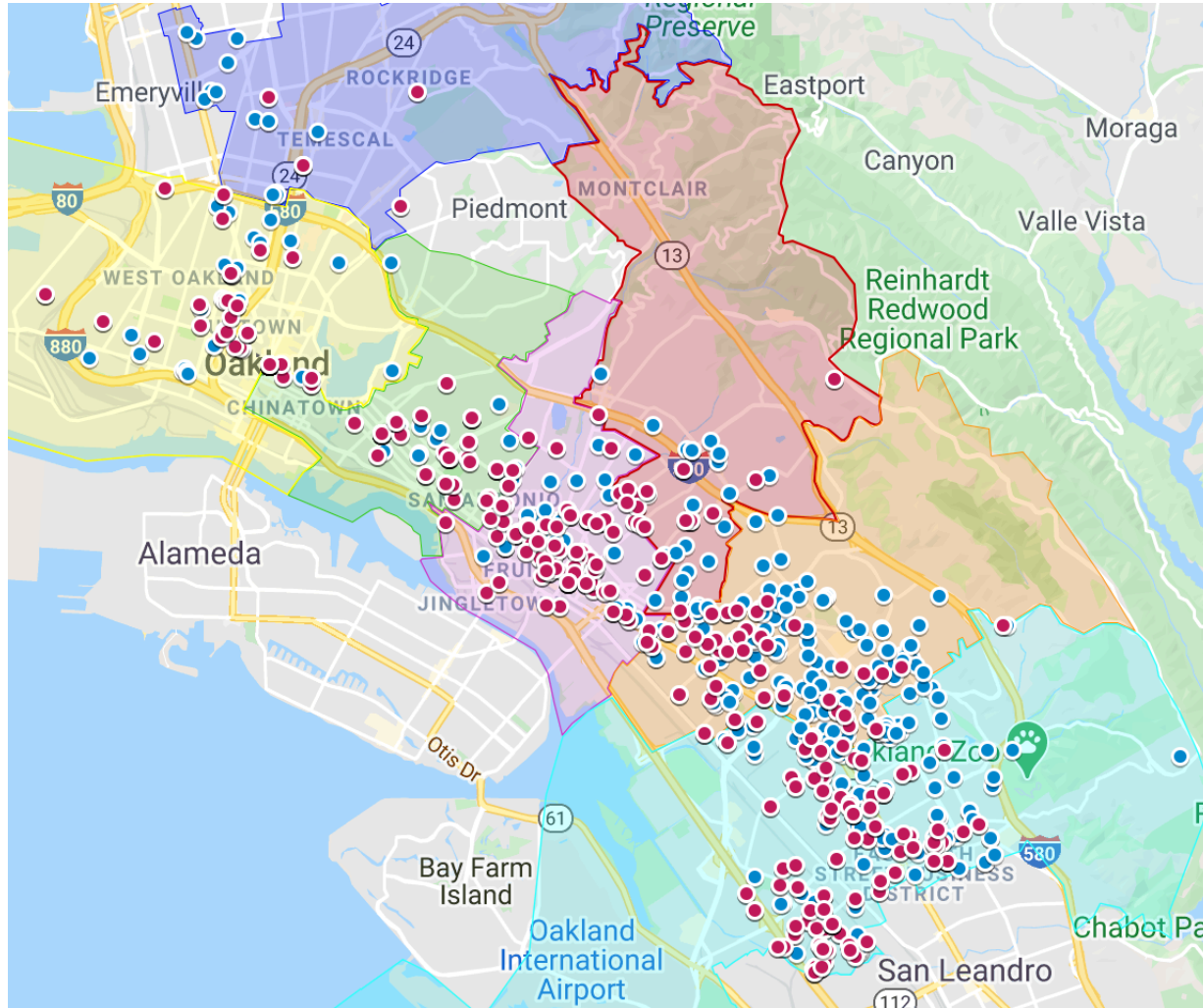




SABA Grocers Initiative

# CARES project

Report 11/1/2020



last name information and will use this data to personalize each card by embossing each cardholder name on the card. We also have addresses of all 1000 individuals and have produced this map to show the reach and equity of card distribution across Oakland.

Red Dots = Sugar Freedom Cards Distributed  
 Blue Dots = All other CBOs



SABA Grocers Initiative

# CARES project

Report 11/1/2020

- We expect a delivery of the first batch of cards to arrive on Thursday 11/5/2020, and will be placing another order of 300 cards within ten days.
- We have designed and translated a tri-fold program guide into Spanish and Arabic. This pamphlet gives residents instructions on the use of Saba Food Cards with regards to stores and store locations, eligible products, and card expiration date.



**Tarjeta de Comida**  
**Las tiendas de las esquinas en Oakland están comprometidas a proveer más acceso a verduras y mandado saludable para los residentes. Su tarjeta de \$250 puede ser utilizada en cualquier de las tiendas en esta lista. (Por favor vean el mapa).**  
**Nuestra esperanza es que utilicen esta tarjeta para comprar frutas, vegetales, mandado y productos que les sirvan en estos momentos difíciles.**  
**Por favor noten que la tarjeta se vence en Abril 30 del 2021.**

*Stay safe & be well!*  
**Saba Grocers Initiative**

**بطاقة سبأ البنكية للأكل الصحي**  
 لحاملي بطاقة سبأ البنكية للأكل الصحي ، هذه قائمة بالمحلات التي تستطيعون إستخدام البطاقة فيها في مدينة أوكلاند. تستطيعون شراء المواد الغذائية والخضروات ويمنع شراء الدخان ومشتقاته أو المشروبات الكحولية. تحتوي البطاقة الواحدة على مبلغ ٢٥٠ دولار وتنتهي صلاحيتها في اخر يوم في شهر أبريل/نيسان ٢٠٢١  
 توفير الأكل الصحي للجميع شعارنا  
 حذا موفقا لكم



## Saba Food Card

**Corner stores in Oakland are committed to providing more access to healthy, affordable produce and groceries for residents. Your card for \$250 can be used at ANY of the stores listed (please see map).**

**We ask that you use this card to purchase fruits, vegetables, groceries, and household products to help you during these difficult times.**

**Please note the card expires April 30, 2021**



SABA Grocers Initiative

- 1- Chapala Market : 5415 International
- 2 - Mi Ranchito Market : 3326 Foothill
- 3 - El Ranchito Market : 1536 23rd Ave
- 4 - Supermercado Mi Pueblo : 2838 International blvd
- 5 - Mi Carnal Produce : 1621 28th Ave
- 6 - Mi Carnal #2 : 2755 Foothill Blvd
- 7 - A&A Produce Market : 2520 Foothill
- 8 - Gazzali's Supermarket : 7000 Bancroft
- 9 - La Raza Market : 6215 International
- 10 - Better Trade Market : 7838 International
- 11-NorthSide SuperMarket : 4505 Market
- 12 - 82nd Produce : 8201 International
- 13 - Arrwa Market : 8607 Bancroft Ave
- 14 - FoodTown Market : 6421 International
- 15 - La Raza Market 1 : 5040 International
- 16 - Campbell Park : 799 17th St
- 17 - Royal Market : 7615 MacArthur Blvd
- 18 - Salam Halal : 999 7th St
- 19 - Jalisco Market : 9710 Edes Ave
- 20 - 4M Market : 6349 MacArthur Blvd
- 21 - A&M Market : 1774 82nd Ave
- 22 - Q&S Market : 1524 100th Ave
- 23 - One Stop Market : 8400 International
- 24 - Isler's Liquor : 5285 Foothill Blvd
- 25 - Two Star Market : 2020 MacArthur
- 26 - ShopRite Supermarket : 5800 Bancroft Ave



**View online/ mirar en línea:**  
<http://bit.ly/sabastores>



SABA Grocers Initiative

# CARES project

Report 11/1/2020

- Coupon cards of \$30 value have been designed and printed. These coupons are valid at 7 corner stores only. Residents can purchase anything at stores EXCEPT Alcohol and Tobacco products. Coupon is translated into Spanish. The Coupon also shares store owner stories on back side. Coupon delivery is expected to arrive on 11/5/20.

## Saba's \$30 Food Card

You can use this card at the following stores. No Alcohol or Tobacco purchases allowed with this card. Please refer to the back for information on participating stores.  
 Este cupón puede ser utilizada en cualquier de las tiendas en esta lista. (vean el mapa). Para comprar frutas, vegetales, mandado y productos pero NO alcohol ni tabaco.

**Expiration: 2/28/2021**  
**La tarjeta se vence en Febrero 28 del 2021**

**\$5**

**\$5**

**\$5**

**\$5**

**\$5**

## Store Owner Stories

**Andre Isler** is born and raised in Oakland. His family has owned Foothill in the Melrose neighborhood since 1972, which they bought after retiring from the navy. Andre was the President of CalPac-a group of organized corner store owners based in Oakland, in the 80's.

Abdul and his family migrated from Yemen in the 70's and bought Two Star Market - a historic beer garden - in the 80's. Abdul and his father brought over the tradition of feeding the community in Ramadan and applied it to feeding the community on Thanksgiving. They have been hosting dinners at Two Star for the last 20 years.

Leonard & Chelsea Charles' family have owned One Stop on E.14th & 84th Ave for 45 years. Leonard started working in the store in 1987 after graduating from collage where he focused on making the store more efficient for his father. He has been working there since.

- We have purchased and received 1000 fabric masks to be distributed through our partner networks to 1000 residents.
- We have also purchased 1000 8oz Hand Sanitizer bottles, to be distributed to 1000 residents along with masks, coupons, and reward cards.



SABA Grocers Initiative

# CARES project

Report 11/1/2020

## TASKS IN PROGRESS

- Project Launch Meeting is set for 11/13/20. We are organizing a virtual project launch with the 26 store owners, our CBO's, and Sugar Freedom Project Resident Leaders. This event will demonstrate to CBOs our distribution protocol, explain Saba Food Card guidelines, as well as the Coupons guidelines. The primary goal of this meeting is to do a final break down of project components to all participating partners: store owners, resident leaders, and CBO's.
- Upcoming milestones:

| Task                               | Key Dates |         |          |          |          |          |
|------------------------------------|-----------|---------|----------|----------|----------|----------|
|                                    | 11/5/20   | 11/6/20 | 11/10/20 | 11/11/20 | 11/13/20 | 11/16/20 |
| 700 Cards Arrive                   | x         |         |          |          |          |          |
| 700 Cards Activated                |           | x       |          |          |          |          |
| 700 Cards Distributed to CBO's     |           |         | x        |          |          |          |
| 300 Cards Ordered                  |           |         |          | x        |          |          |
| Project Launch Meeting             |           |         |          |          | x        |          |
| 700 Cards Distributed to Residents |           |         |          |          |          | x        |

## ATTACHMENTS

- 1- Corner Store Flyers (Isler's, Campbell Park, Salam Halal)

\$5 off

# Salam Halal Market

999 7th St. Oakland, CA 94607



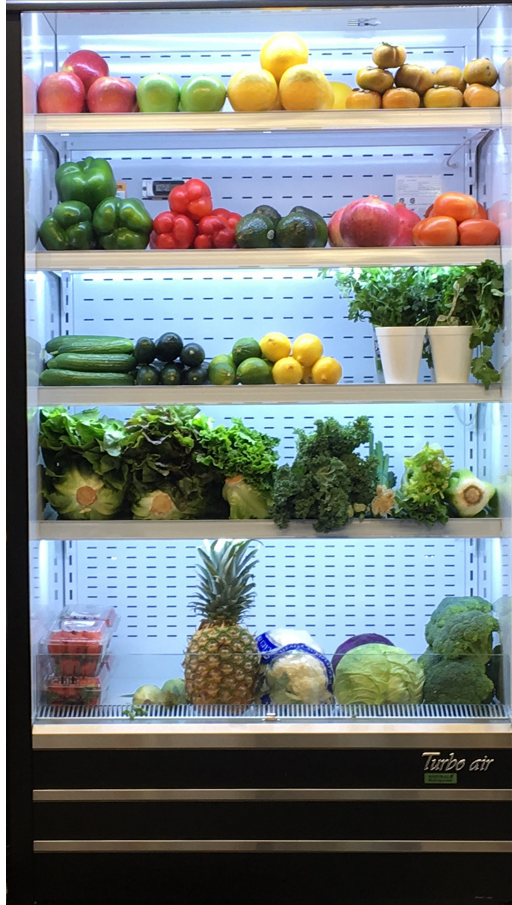
SABA Grocers Initiative

Stop by with this flyer and receive \$5 off your produce purchase!!

Pita Bread: \$.75  
Dozen Eggs: \$2.99  
Gallon Milk: \$3.99

Store Hours:  
9AM to 10PM  
Mon-Sun

## Healthy Food For All



5lb Flour  
~~\$5.99~~

NEW PRICE

\$4.99



1lb Butter  
~~\$4.99~~

NEW PRICE

\$3.99



1 Gallon Milk  
~~\$4.99~~

NEW PRICE

\$3.99



10 lb Rice  
~~\$24.99~~

NEW PRICE

\$23.99



40oz Mazola  
~~\$5.99~~

NEW PRICE

\$4.99



16 oz Chick Peas  
~~\$1.39~~

NEW PRICE

\$0.39





**\$5 off**

*Islers*  
**799 17th St, Oakland,**

Store Hours: 9am to 9pm Sun-Thurs  
9am to 10pm Fri & Sat

**WE  
ACCEPT  
EBT**

**Take this flyer  
to the store and  
receive \$5 off  
your produce  
purchase!!**

**New Fridge New Produce**

5lb Flour  
~~\$5.99~~  
**New Price**  
**\$4.99**



Dozen of Medium Eggs  
~~\$3.99~~  
**New Price**  
**\$2.99**



**Prefried Black Beans: \$2.99**  
**4.4lb Gold Medal: \$4.99**  
**1lb Old Home Bread: \$.99**

1lb Butter  
~~\$5.99~~  
**New Price**  
**\$4.99**



40 OZ Mazola  
~~\$5.99~~  
**New Price**  
**\$4.99**




4lb Pinto Beans  
~~\$1.39~~  
**New Price**  
**\$0.39**



Milk Gallon  
~~\$4.99~~  
**New Price**  
**\$3.99**



1lb Rice  
~~\$1.99~~  
**New Price**  
**\$0.99**



Thank you!



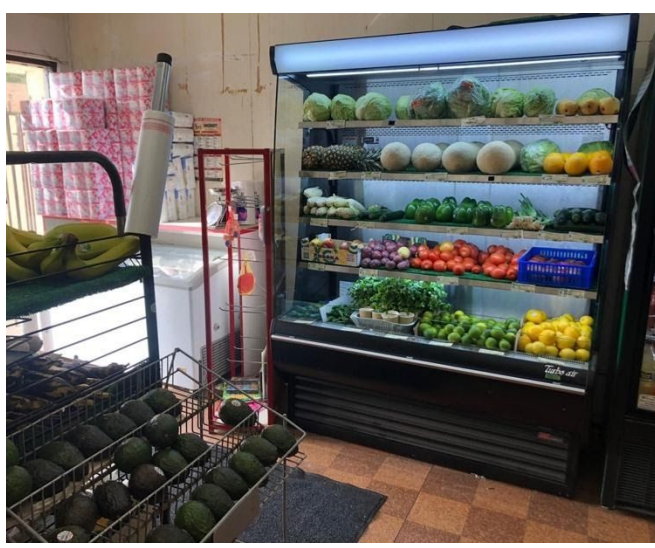


# CARES project

Report 1/11/2021

## PROJECT UPDATE

During the last two weeks of this project we were able to continue our produce distribution on a weekly basis and can report an increase in order size and produce variety. We can report a collective total of \$7,751 paid by our seven corner stores over the last two and a half months for produce orders. We celebrate this as a milestone since none of our seven stores carried produce previous to this program. We also continued to extend our grocery discount and can report a total of 8,921 products discounted to all customers in seven corner stores. We have installed our hand sanitizer stations in 13 stores as previously reported, but in the last few weeks we have received completed surveys which customers were invited to take at our hand sanitizer stations. We inquired about demographic information, income, access to EBT/SNAP, and feedback on the store's produce section. We have also created visualization and maps of key project components. Lastly, we hosted a virtual celebration for our store owners, community members, city council members, and CBO partners with over 40 attendees at the actual webinar, and over 1,000 viewers on the event's Facebook live stream.





# CARES project

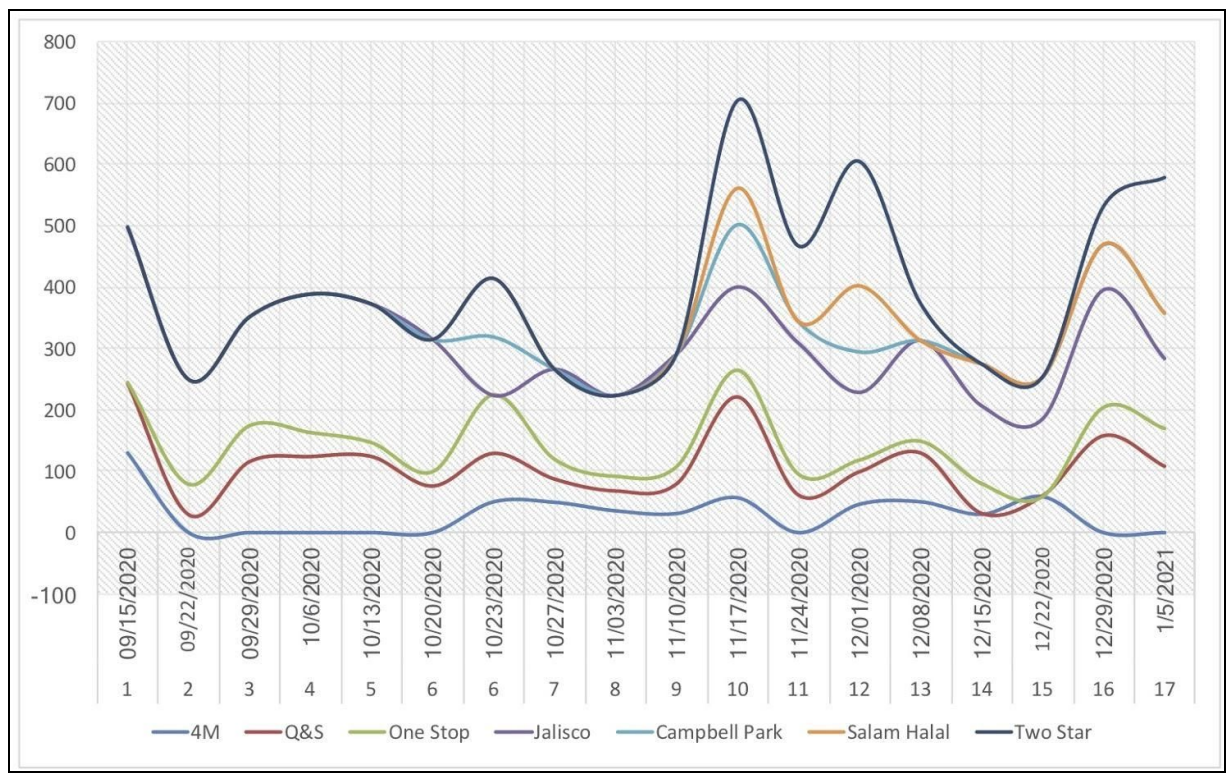
Report 1/11/2021

## COMPLETED TASKS

- Data on produce distribution**

We have continued our weekly produce distribution and can report that a total of \$7,751 was paid by store owners on produce purchases over the last 2.5 months. To contextualize this, none of the participating stores carried produce previous to this program - maybe lemons and limes but that's about it. Our stores averaged \$75 a week of conventional produce costs .When comparing this number to the weekly cost of a corner store with a full produce section at \$300/week, we see that our seven stores are heading in the right direction and building a healthy retail market amongst their customer base. We consider this a significant milestone towards transitioning our corners stores to community stores and meeting our long term mission.

The graph on the right shows weekly produce orders on the X-axis, and collective costs of produce purchases at all 7 stores on the Y-axis. Stores are indicated with colored lines.





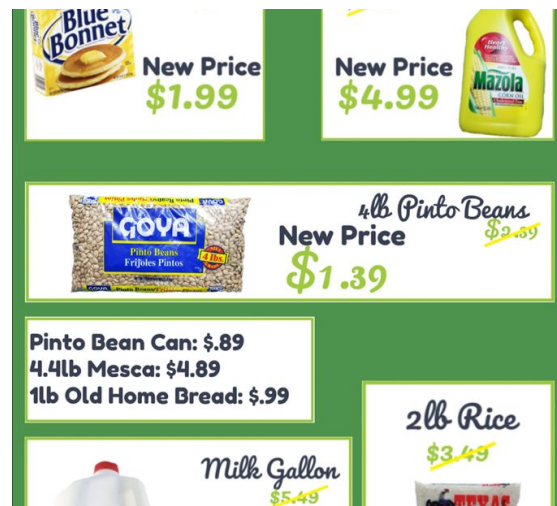
SABA Grocers Initiative

# CARES project

Report 1/11/2021

## ● Grocery Subsidy

We have also continued our essential grocery discount and distributed flyers in neighborhoods to promote new product prices. Our goal is to match prices at small stores with that of big chains like Walmart. Because of the bias towards big volume purchases, we know small stores aren't able to provide products at affordable prices. With this component of our program we started to imagine what that would look like. We can report that in seven stores a total of 8,921 items have been discounted. This includes: Milk, Eggs, Bread, Flour and Mesca. In the table below you can see that bread and milk are our top two discounted products.



|   |             |
|---|-------------|
| Whole Milk (2% + Whole)                       | 744         |
| Butter  | 140         |
| Canned Beans                                  | 158         |
| Dry beans                                     | 99          |
| Eggs  | 314         |
| Gold Medal FLOUR                              | 38          |
| Hotdog/Hamburger Buns                         | 7           |
| Veg Oil                                       | 201         |
| Mesca   | 105         |
| Producer                                      | 8           |
| Rice  | 172         |
| Bread (white, wheat, hamburger, hot dog buns) | 6,760       |
| Tortillas 3lb                                 | 175         |
| <b>Total Products Discounted</b>              | <b>8921</b> |



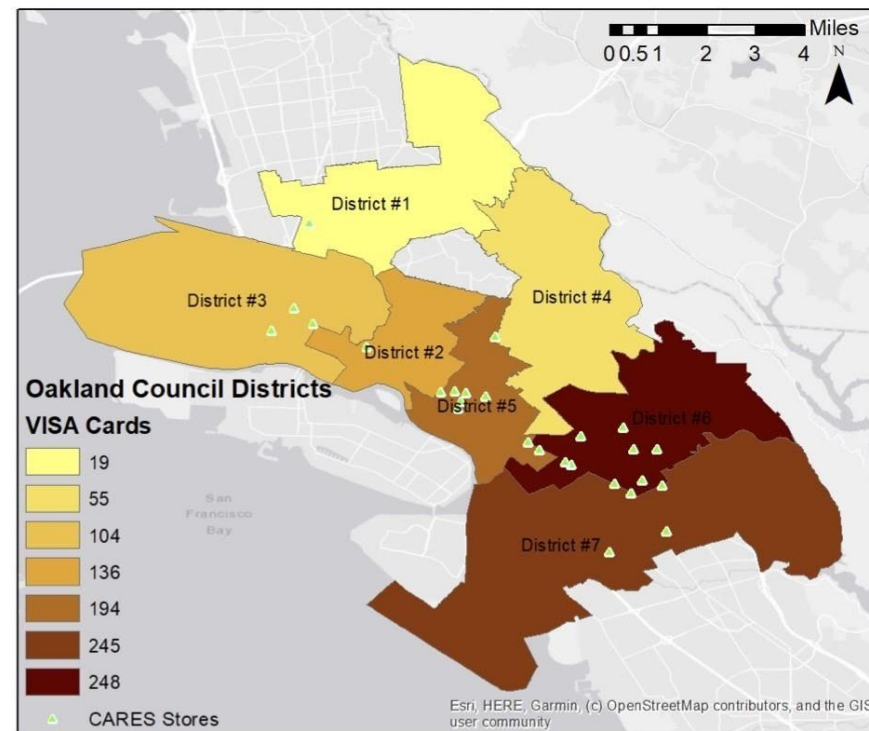
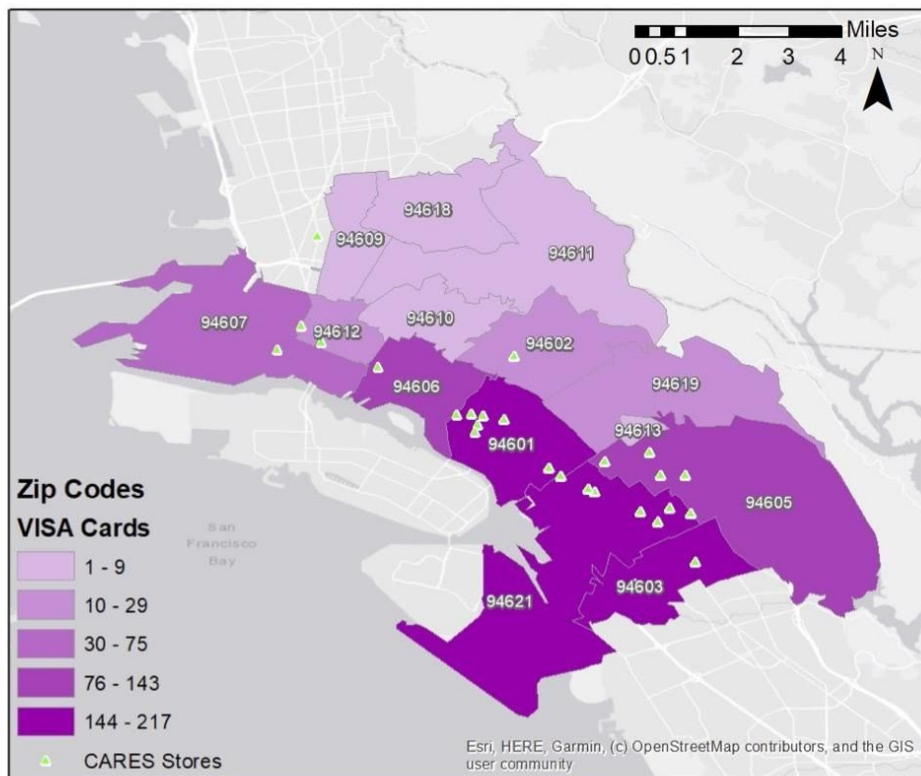
SABA Grocers Initiative

# CARES project

Report 1/11/2021

## • Updated maps of card distribution

- o We have produced maps displaying the distribution of Saba Food Cards amongst the Oakland community. Below are two maps displaying the same information but one is organized per Zip Code, and the other per City Council District.



These maps show the same pattern of High COVID Impacted Areas, High Diabetes Hospitalization Rates, and Adult Obesity Maps provided by Alameda County and included in our previous report. Please refer to Report #2.



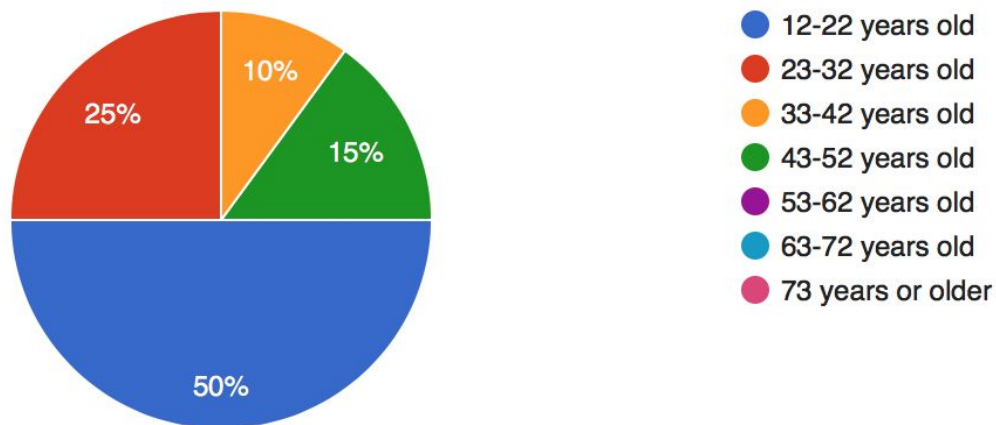
## CARES project

Report 1/11/2021

### ● Hand Sanitizer Stations Survey Results

Saba's Hand Sanitizer Stations are designed to invite store patrons to engage in a survey on their product requests, experience in store, and demographics. Of those who took our survey so far we can report that 50% are youth ages 12-22, and 65% are non EBT/SNAP users. This is logical given that youth do not have direct access to EBT/SNAP benefits but may be receiving those benefits through a parent. Nonetheless, youth frequent these community establishments often and do make decisions on their health without a parent. This is valuable to note as it shows the potential of utilizing corner stores to impact the health of Oakland's children and youth.

#### What is your age bracket?

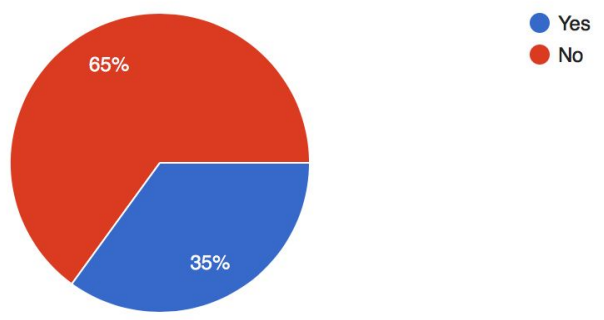


# CARES project

Report 1/11/2021

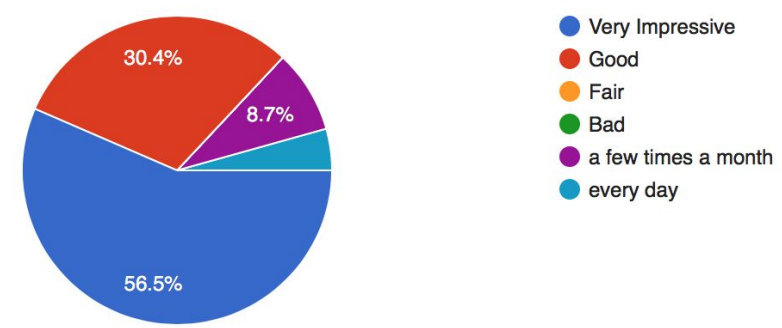


Are you an EBT/SNAP user?



What do you think of the new produce section in this store?

23 responses







# CARES project

Report 1/11/2021

- **End of Project Celebration**

We hosted a virtual celebration to close out this program on January 14<sup>th</sup>, 2021. This event brought stories of store owner family histories in Oakland, resident testimonies on Saba Food Cards, cultural dances and music, a formal introduction of Saba’s newly seated Advisory Board, our partner CBO’s, feedback and support from Council Members, and City Staff. Only in partnership were we able to carry out this amount of work in such a short amount of time. We thank all the store owners, distributors and wholesalers for their work in serving Oakland. Video recording is available on our Facebook page and website: [Sabagrocers.org](http://Sabagrocers.org) – [Facebook.com/sabagrocers](https://Facebook.com/sabagrocers)

## Thank you!



# Human Services Department

Presentation to Sugar-Sweetened Beverage  
Community Advisory Board September 13<sup>th</sup>, 2021



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- ***Presenters for Human Services***

- *Scott Means, Aging Services Manager*

- *Sandra Taylor, Children and Youth Manager*

- *Diveena Cooppan, Head Start Manager*

- *Mission Statement:*

- *The Human Services Department (HSD) promotes the health, education and well-being of Oakland families and adults by providing free programs and building strong communities through grassroots leadership and civic engagement. We collaborate with a diverse group of local organizations to eliminate racial disparities and to address the emerging needs of the community.*



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## SSB Advisory Board Vision and Guiding Principles

- We are committed to achieving the highest level of health and well-being for Oakland children and families, particularly those who are most affected by the impacts of sugar sweetened beverages including but not limited to the following:
  - Social justice through food system change
  - Dental disease prevention and overall health promotion
  - Addressing health disparities and inequities for low-income and our most vulnerable communities
  - Healthy eating and active living for all
- We will strive for systemic change, strategic coordination, and community based collaboration among key stakeholders.
- We will ensure that the community voice is included integrated and upheld.
- We will strive to increase our community's ability to create change and our community members' self-capacity to live a healthy life.
- We are committed to ensuring a culturally appropriate and ethnic lens to the funding work.
- We are committed to equity, fairness, transparency, and high impact.



## Human Services Department – Aging / Senior Division

- SSB funds supports the Commission on Aging, Age Friendly Cities Domain: Health & Wellness/Food Insecurity as well as other goals related to the social determinants of senior health. The CoA prioritizes community aspects of this domain that promotes healthy living standards for Oakland seniors.
- Technology Training: Android tablets were purchased. Virtual and in-person training was supplies. Seniors are able to access equipment through a tablet training program.
- The Good Life: UC Davis project addressing brain health through physical and intellectual activities. Participation requires technology.
- Install four Hydration Stations with filtered water at the four Senior Centers.



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## Human Services Department - Aging / Senior Division

- Virtual Programming for Seniors
  - Litquak Writers workshop
  - Get-Set-Up activity center for seniors
  - Nutrition and Exercise classes including Fresh Approach and the KTOP televised Stretch and Flex with Tricia
- Equipment and supplies to promote health objectives such as reusable water bottles, exercise bands, and because of the pandemic: masks, and toilet paper.
- Mercy Brownbag mobile food pantry truck to distribute free fresh produce and dairy to West Oakland seniors.
- Equipment and supplies to increase and enhance food programs, with a focus on the pantry at East Oakland Senior Center serving the greater East Oakland community.
- Equipment and supplies to support safe reopening efforts, including touchless temperature takers, air purifiers, and other improvements to member areas.



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## Human Services Department – Grants and Summer Foods Service Program (SFSP)

Emergency Food Access for Children – Summer Food Service Program (SFSP)-

When the pandemic struck, Oakland SFSP 2020 helped meet the needs for emergency food access for children through Grab-n-Go food distributions at 43 community sites including City recreation centers, and through efforts of a network of nonprofit organizations (Trybe, YMCA)

- SSB funding of \$396,000 allowed greater portions and quality of lunches and breakfasts served, and more than doubled the number of meals delivered to 196,000.

With the return of in-person summer programs in 2021, Oakland SFSP provided meals at 38 different community sites throughout Oakland, providing a daily average of 750 breakfasts and 1,000 lunches over the nine weeks of summer break. The program distributed nearly 77,000 meals free of cost to thousands of Oakland's children and youth with SSB funding contribution of \$150,000.



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## Human Services Department – SSB Community Grants

Sugar Sweetened Beverage Community Grants Program FY 19-21

14 Community grants awarded to implement SSB Goals in FY19-20 (\$1.9 million) and renewed FY20-21(\$1.5 million)

11 Community grants awarded to implement SSB Goals (\$1.7 million)

- Start-up first year was interrupted by –stay-at home order
- By the second year, grants successfully pivoted to virtual educational programming, direct outreach health care and dental prevention, and food access work through strong partnerships with CBOs and schools
- SOS, Mercy, and Spectrum delivered health education and meals to seniors.





## Human Services Department –SSB Community Investment

SSB: Healthy Food Retail and Community Investment -  
\$500,000

In Advance Sugar Freedom Project \$150,000 – Community organizing by Resident Leaders supports promotion of up to 5 local grocery stores and uplifts cultural and traditional alternatives to sugar sweetened beverages

In Advance Saba Grocer’s Initiative - \$175,000 – Technical Assistance and planning for up to 5 grocery stores in East Oakland with produce management, inventory sourcing, marketing, merchandising, customer outreach, education, nutrition

Mandela Partners - \$175,000 - Technical Assistance and produce distribution network, infrastructure, healthy food subsidies through Fresh Creds



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## Human Services Department – Head Start

SSB provided a \$260,000 investment in procurement and preparation of healthy meals and snacks for infants, toddlers, and preschoolers who attend Head Start centers

- In FY 2019-20 improvements were made to over 78,000 meals and snacks  
In FY 2020-21 improvements were made to over 29,000 meals and snacks

In FY 2019-20 funds were used to provide higher quality food for group socialization events for infants and young children in Early Head Start's Home Base Program

Through FY 19-21 funds supported the distribution of emergency food aid to Head Start families impacted by COVID-19

