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OAKLAND

2018 APR 13 AM 9:20

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Sara Bedford
Director, Human Services

SUBJECT: Sugar Sweetened Beverage Tax
Board Recommendations

DATE: April 5, 2018

City Administrator Approval

Sara Bedford Date: 4/13/18

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Allocate Funds From FY2017-2018 Sugar-Sweetened Beverage Distribution Tax Revenues To: 1) The Oakland Unified School District Through A Grant Agreement In The Amount Of \$371,000 For Water Hydration Stations, 2) The Human Services Department And The Oakland Parks and Recreation, And/Or Oakland Public Library In The Amount Of \$334,000 For Water Hydration Stations, And 3) The Human Services Department In The Amount Of \$750,000 For Communication And Evaluation Strategies.

EXECUTIVE SUMMARY

The Sugar Sweetened Beverage Distribution Tax Community Advisory Board (the "Board") has approved funding recommendations for the Sugar-Sweetened Beverage Distribution Tax revenues to achieve the Board's goals to reduce sugar consumption, raise awareness of the health impacts of sugar consumption, and expand food and nutrition programs to improve health outcomes. These submitted recommendations from the Board Chairperson are provided as **Attachment A**. The proposed resolution approves the Board's initial recommendations including funding for the installation of water hydration stations at Oakland Unified School District (OUSD) sites, Oakland Head Start sites, and some Oakland Parks and Recreation (OPR) and/or Oakland Public Library (OPL) sites, and funding to the Human Services Department for marketing and community education and evaluation services.

The Board also recommended the use of FY2017-2018 revenues for a general Request for Proposal Process to select grants for community based programs and projects, to be approved by Council action at a later date, and that funds approved by Council for allocation from FY2018-2019 revenues in the amount of \$400,000 for the Youth Summer Jobs Program be related to healthy food and health system sectors.

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BACKGROUND / LEGISLATIVE HISTORY

Ordinance No. 86161 C.M.S, approved by the City Council on May 3, 2016, placed a measure on the ballot to impose a tax on the distribution of sugar-sweetened beverages. Measure HH, the Sugar-Sweetened Beverage Distribution Tax Ordinance (the "Ordinance"), was approved by the Oakland voters in the November 8, 2016 General Election. The Ordinance established the tax of 1 cent per ounce on the distribution of sugar-sweetened beverages effective July 1, 2017. The Ordinance also established the Board. The Board's role is to advise and make recommendations to the City Council on the expenditure of these tax revenues. The Board began holding regular meetings in October 2017 and approved initial recommendations on March 12, 2018.

Resolution No. 87062 C.M.S. established a sub-fund within the General Fund Group designated as the Sugar-Sweetened Beverage Distribution Tax Fund (the "SSB Fund"), and established its City Council policy to receive and consider the Board's recommendations regarding appropriations. It also established the policy to carryforward unspent funds into the next fiscal year to be used based on recommendations in the annual report of the Board to the extent approved by Council. The resolution was received and supported by the Board at its March 12, 2018 meeting.

ANALYSIS AND POLICY ALTERNATIVES

The consumption of sugar sweetened beverages has been linked to diabetes and other chronic disease. Evidence of the disparity of these impacts and their effect within Oakland communities includes the high rates of obesity among Oakland children and higher rates of diabetes and dental decay among Oakland citizens, particularly in communities of color as documented by the Alameda County Public Health Department.

At its meetings of March 3 and 12, 2018, the Board considered and approved a statement of its vision, purpose and guiding principles, funding areas and related goals, and made specific recommendations for the use of FY2017-2018 tax revenues. The Board's statements of vision, purpose, and guiding principles and funding area goals are attached as **Attachment B** and **Attachment C** respectively.

General Request for Proposal Process for Sugar Sweetened Beverage Fund

The Board's initial recommendation calls for a general Request for Proposal (RFP) process to solicit proposals from community based organizations and public entities to meet the objectives and criteria to be developed under the goals and areas recommended by the Board. An estimated seven to eight million dollars would be available for the SSB Fund RFP. It will take an estimated three months for the Human Services Department (HSD) to develop the RFP with further input on content areas from a sub-committee of the Board, release the RFP, provide organizations time to submit proposals, conduct a review process for proposals and return to City Council with recommendations for grant awards. The City Council's approval of the grants selected after the proposal review process is likely to be requested in October. The Board

recommendation is for the RFP to be based on funding available from FY2017-2018 updated revenues, after allocation for "quick win" projects, described below.

HSD's concerns include the staffing required to develop and manage an RFP process and the ongoing administration and accountability for start-up and management of up to eight million dollars for a Sugar Sweetened Beverage Tax Fund grants program. While HSD has been approved for 2.5 FTE staff to support the Board in this capacity, these positions are still pending recruitment from Human Resources Management. The Health and Human Services Planner and the Program Analyst I positions have not been advertised.

Immediate Quick Win Funding for Water Hydration Stations

The Board identified several projects for allocation from FY2017-2018 revenues considered to be "quick wins" and to satisfy criteria identified by the Board—including being urgent and immediate, having demonstrably far-reaching capacity, target high-risk communities, be equitable, and project ready. The list includes \$371,000 for hydration stations at 110 OUSD sites and a total of \$334,000 for hydration stations at Head Start and OPR or OPL sites. The allocation to OUSD will be achieved through a grant agreement with OUSD to provide funding in the amount of \$371,000 for the provision of water hydration stations. Water hydration stations are combination units with bottle filling and fountain drinking spigots. The promotion of water consumption and access is strongly aligned with the Board's goals, particularly for young children and youth who are most vulnerable to lead and are learning to adopt healthy habits like consumption of water versus sugar-sweetened beverages. OUSD has performed assessments and identified lead as an issue for remediation at specific OUSD sites. OUSD requested funding for 15 high schools, 13 middle schools, 54 elementary schools, and 28 child development centers at cost of \$4,000 per water station based on bids obtained.

The Human Services Department has contacted the East Bay Municipal Utility District for water quality assessments in 15 Head Start locations. HSD requested the funding for 15 units at cost of \$4,000 per station in anticipation of the need to install water stations to promote the consumption of water and ensure water quality at Head Start sites. This is a preliminary estimate based on using OUSD costs and will be refined as water quality testing and formal estimates are obtained. The request for \$80,000 for water installation stations at OPR recreation and OPL sites was provided as a preliminary estimate. OPR provided an expanded request for water hydration stations at parks and ballfields to the Board in April. The total request for water hydration stations of \$334,000 includes \$60,000 for Head Start, \$250,000 for OPR and \$24,000 for OPL, based on the Board's action of April 9, 2018.

Marketing, Community Education and Evaluation Services

The Board recommended \$750,000 to be set aside from the FY2017-2018 allocation to fund communication and marketing efforts and will provide further advice and support for this purpose. HSD will identify qualified firms to provide services for marketing and planning for community education campaigns and the design of evaluation and impact studies for proposed efforts. The Board has had lengthy discussions regarding the vital importance of overall public

education campaigns to help change the culture and counteract current media messages that do not address health impacts of sugared beverage consumption.

The Board's motion also approved the recommendation that the City Council's prior allocation of \$400,000 from FY2018-2019 revenues to the Employment and Workforce Development (EWD) Youth Summer Jobs Program be related to health and food system sectors. Finally, the Board requested more information from City departments concerning nutrition programs at the April 9, 2018 Board meeting. The Board Chair will provide a verbal update to the Life Enrichment Committee on April 24, 2018 if there are funding recommendations from the Board.

HSD and OPR will coordinate to address plans for the improvement of City food systems through a more integrated program serving Head Start sites, the Summer Food Service Program and addressing the need to support OPR and OPL school year needs under an expanded grant application for the Child and Adult Food and Nutrition Program (CAFNP) administered by the California Department of Education. Currently, under the CAFNP program the City's sponsorship is administered by HSD allowing reimbursement for Head Start meal service for children during the school year. Since losing meal service through an outside sponsor nonprofit which ceased operations, OPR and OPL have sought to participate in meal service with the City sponsorship administered by HSD which requires additional staff to coordinate and monitor their meal delivery. Funds are needed both to improve the quality of meals provided to children through the Summer Food Service Program and Head Start nutrition programs and to add to the staff resources to expand the HSD grant application to include year-round services for OPR and OPL. Both departments are already receiving benefits from participation in the Summer Food Service Program.

It should be noted that the Board has not yet had a formal presentation from City Departments and that is expected to take place at their April meeting. There was robust discussion by the Board about concerns that public agencies including City, County, and OUSD were to be funded and that more resources should be focused on the nonprofit agencies.

FISCAL IMPACT AND COST

The FY2017-2018 Adopted Budget includes an appropriation of \$5.9 million for SSB Fund revenues. The updated revenue projection, according to the FY2017-18 Q2 Revenue and Expenditure Report presented at the February 27, 2018 Finance and Management Committee increased total revenues by \$4.73 million, resulting in \$10.63 million for this year's projected revenues. The City Council approved expenditure appropriations in FY2017-2018 totaling \$458,758 that includes \$278,758 for administration costs and \$250,000 for revenue collection costs, resulting in an estimated \$10 million remaining to be considered as available for the recommendations from the Board from FY2017-2018 revenues.

1. AMOUNT OF RECOMMENDATION/COST OF PROJECT

The total cost for water hydration stations is \$705,000, which includes \$371,000 that will be allocated to OUSD through a grant agreement for the provision of water hydration stations at OUSD sites. The total cost for communication and evaluation services recommended is

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\$750,000. The amount of \$8 million is expected to be available for proposals solicited through an RFP from 2017-2018 revenues.

2. SOURCE OF FUNDING:

Funding to support the costs of water hydration stations and communication evaluation services in the amount of \$1,455,000 is available in the Measure HH (SSBDT) Fund (1030), City-Wide Activities Org (90591), Contract Contingencies Account (54011), MSR HH-Healthy Kids Program Project (1003817), Fiscal Management Program (IP51).

PUBLIC OUTREACH / INTEREST

The Board met on October 18 and November 13, 2017, and January 8, February 27, March 3, and March 12, 2018 in public meetings to develop the information and recommendations contained in this report. Over 50 individuals, community members, and representatives of organizations made comments to the Board.

COORDINATION

This report was prepared in consultation with the Budget Bureau and the Office of the City Attorney.

SUSTAINABLE OPPORTUNITIES

Economic: Increased resources to address food access and the creation of healthy food options have a positive impact on employment and productivity and economic benefits in neighborhoods and communities, as well as long term benefits for Oakland through positive health outcomes.

Environmental: Urban gardening and improvements in the physical environment related to food access contribute to community development, public safety, and neighborhood beautification.

Social Equity: Increased investments in community health and collaborations to support food access and remove barriers to access healthy food impacting families affected by poverty will have long term benefits that address health disparities and social inequity.

ACTION REQUESTED OF THE CITY COUNCIL

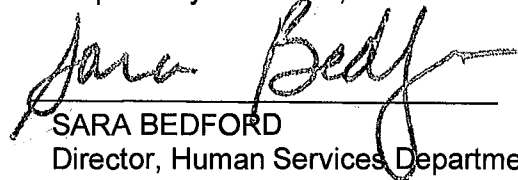
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For Water Hydration Stations, And 3) The Human Services Department In The Amount Of \$750,000 For Communication And Evaluation Strategies.

For questions regarding this report, please contact Sara Bedford, Human Services Director, at 238-6794.

Respectfully submitted,



SARA BEDFORD
Director, Human Services Department

Prepared by:

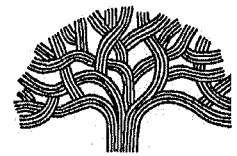
Sandra Taylor, Manager
Human Services Department

Attachments: (3)

- A: Oakland Sugar-Sweetened Beverage Distribution Tax Community Advisory Board Recommendations
- B: Sugar-Sweetened Beverage Distribution Tax Community Advisory Board Statement of Vision and Purpose
- C: Sugar-Sweetened Beverage Distribution Tax Community Advisory Board Funding Areas and Goals

ATTACHMENT A:

Oakland Sugar Sweetened Beverage Distribution Tax Community Advisory Board Recommendations



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April 24, 2018

Oakland City Council
Life Enrichment Committee
Oakland, CA 946512

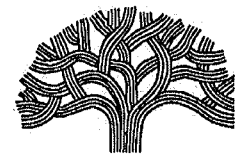
**SUBJECT: Oakland Sugar Sweetened Beverage Tax Community Advisory Board
Recommendations**

Chairperson McElhaney and Members of the Life Enrichment Committee:

As Chairperson of the Sugar Sweetened Beverage Tax Community Advisory Board, I am pleased to forward the initial recommendations of the SSB Board to the Oakland City Council. The SSB Board began meeting in October 2017, and has heard from over 50 community members and organizations on their efforts, plans and aspirations for the use of revenues from the sugar-sweetened beverage distribution tax. The SSB Board has also collected information on current efforts in Oakland from the current status of preventable diet related disease across Alameda County to government agencies addressing access to food and clean water to community driven campaigns to reduce sugar consumption and organizing efforts for more healthy retail in communities most impacted by sugar-sweetened beverage consumption. The Oakland community is posed to leverage the sugar-sweetened beverage tax revenues to address the impacts of sugar consumption and achieve a higher level of health for Oakland children and families.

The SSB Board is forwarding its initial recommendations to the Oakland City Council in keeping with the vision, purpose and guiding principles statement adopted on March 3, 2018, and the statement of goals and funding areas approved on March 12, 2018. The SSB Board is committed to investing in strategies to benefit those who are most affected by the impacts of sugar-sweetened beverages, and has identified goals under four key areas for funding 1) Prevention and Promotion, 2) Healthy Neighborhoods, 3) Medical Prevention and Mitigation, and 4) Community Led Advocacy for System Change.

We urge City Council approval of funding for the installation of water hydration stations in 110 Oakland Unified School District sites (\$371,000), 15 Head Start locations (\$60,000), and 20 Office of Park, Recreation and Youth Development and/or Oakland Public Library sites (\$80,000), as well as the use of FY2017-2018 revenues for Communication and Community



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Education and Evaluation Services. We further recommend that the \$400,000 allocation already approved by Council for youth workforce programing be related to health and food system sectors. The balance of funds from FY2017-2018 revenues after the recommended “quick wins” should be the funding source for grants to community organizations and entities through the first Sugar Sweetened Beverage Tax Fund Request for Proposal (RFP) process.

These recommendations are made in consideration of Resolution #87062 which established a sub-fund for SSB tax revenues, provided for carry-forward of unspent revenues and established Council policy to receive and consider SSB Board recommendations prior to the Council appropriations process.

STATEMENT OF PURPOSE, VISION AND GUIDING PRINCIPLES

The SSB Board’s purpose is to advise and make recommendations on how and to what extent the City Council should establish and/or fund programs to prevent or reduce the health consequences of the consumption of sugar sweetened beverages in Oakland communities and as further approved by the SSB Board, by ensuring an equitable, rigorous and transparent process. A full statement of purpose, vision and guiding principles was approved on March 3, 2018.

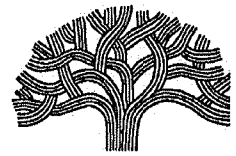
The SSB Board is committed to investing in and achieving the highest level of health for Oakland children and families, particularly those who are most affected by the impacts of sugar sweetened beverages. The SSB Board’s guiding principles support the execution of this vision, and incorporate social justice and food system and systemic change, dental disease prevention and overall health promotion, addressing health disparities and inequities for low-income and most vulnerable communities, healthy eating and active living for all, strategic coordination and community based collaboration among stakeholders, the inclusion and integration of community voice and community led capacity to create change, and a culturally appropriate and ethnic lens to funding, embedded in a process of equity, fairness, and transparency, valuing high impact. The SSB Board will engage in a process with the Director of the Office of Race & Equity to further integrate racial equity analysis in its work and recommendations.

FUNDING AREAS AND GOALS

The SSB Board approved key funding areas with stated goals related to its purpose and guiding principles.

Goal Area: Prevention & Promotion (Citywide)

- Promote water consumption and ensure potable drinking is easily accessible to children and adults in homes and public facilities, including parks, playgrounds, schools, public buildings, worksites, and clinics.
- Prevent and address factors related to the evidenced based impacts of SSB (obesity,



diabetes, heart disease, tooth decay, etc.) through promotion, education and civic engagement.

- Impact health disparities and inequities due to SSB impacts on a community level through culturally relevant, community driven and participatory designed initiatives.
- Minimize marketing's impact on children and limit overall marketing of SSBs (i.e. this could be more policy related-eliminating marketing of SSBs, limit advertising in SSB venues, etc) by replacing marketing of SSBs with marketing and messaging of culturally relevant healthy alternatives and lifestyle.
- Invests in neighborhood initiatives that increase access to healthy, culturally appropriate and affordable food and active living.

This funding area includes projects to increase access and consumption of water and includes the installation of hydration stations in schools, parks, city buildings and community centers. It will include social marketing and campaign and communications strategy focused on culturally relevant media campaigns to promote the consumption of water rather than soda, as well as promotion of nutrition and physical activity and increased access to parks and open spaces.

Goal Area: Healthy Neighborhoods and Places

- Promote increased consumption, access to and the spread and/or creation of healthier alternatives to SSBs, including access to healthy, culturally appropriate, high quality food.
- Engage small businesses and business establishments to support SSB reduction strategies.
- Promote healthy retail that addresses local economy and food system gaps in access to healthy equitable and sustainable alternatives to sugar sweetened beverages.
- Increase physical activity and promote active lifestyles.

This funding area should include Community Based Initiatives such as nutrition education, promoting drinking water, programs to reduce impacts of sugar and promote physical activity and initiatives to engage community in systemic change and promote individual / family knowledge, attitude and behavior changes, as relates to SSB consumption; Food Access: Bringing more healthy, culturally appropriate and affordable food to neighborhoods, including urban gardens/farms, farmers markets and Food Farmacies; Healthy Retail Programs: Increasing healthy food access and healthier drink alternatives in neighborhood store; Healthy Alternatives: Creating and increasing healthier drink alternatives to SSBs; Nutrition and Meal Programs: Improving the nutritional quality of the food for children and families and increasing the number of meals provided that support health eating and support learning about culturally relevant healthy eating; Child Wellness and Nutrition Education Programs: Promoting gardening, nutrition education and physical activity for children, adults and seniors; Active lifestyle: Increasing access and promoting physical activity such as improvements for equitable built environment initiatives that ensure walkable, safer neighborhoods, parks, and play spaces.

Goal Area: Health Care Prevention and Mitigation - Medical and Dental

- Engage the medical and dental workforce to implement strategies for SSB reduction and prevention.
- Support the expansion of nutrition screening and counseling, education regarding sugar-sweetened beverage consumption and healthy alternatives, options, and strategies to decrease obesity, diabetes and oral health disparities across the lifespan.

Programs and projects funded could include Oral Health: Increasing screening and preventive programs e.g. dental sealants at schools, expanding dental services for low-income pregnant women, expanding dental health programs at WIC and early childhood development centers as relates to SSB reduction and prevention; Provider training and engagement: Equipping health care providers in water promotion, nutritional counseling and screening skills development, and to conduct educational and participatory strategies to decrease SSB consumption; Screenings, referrals and other early prevention programming; Increasing nutrition/BMI screenings and referrals, including breastfeeding, in order to increase nutrition and healthy lifestyles that can

help decrease SSB consumption and mitigate SSB impacts.

Goal Area: Policy and Advocacy:

- Limit access to SSBs (ie. could be related to restrictions within city agencies and school districts on the sale of beverages and foods sold in schools, school related activities during off-school hours, etc.)
- Identify and remove barriers to providing healthy food and safe water.
- Civic engagement in empowerment and resiliency, through health and policy education, and grassroots organizing.

Community organization and community led engagement in policy and structural change efforts and organizing resulting in the passage of policies at City, County or School District level as well as organizing to change policies and practices in government institutions and businesses affecting neighborhoods and the larger Oakland community, as relates to SSB consumption and access to healthy food, beverage alternatives and a built environment that supports a healthy lifestyle, particularly for those most impacted by diet related disease. Community action research includes participatory research that will provide information and support evaluation of the best practices and impacts of the SSB initiative.

Recommendation for Community Based RFP Process

The SSB Board is recommending that the balance of funds available from FY2017-2018 revenues, including the increase in revenues based on the updated projection from the Finance Department, be available for a Request for Proposal process. An estimated \$7 to \$9 million could be available for community proposals based on the total projected revenue of \$10.7 million given the increased revenue anticipated for FY2017-2018. The initial RFP process



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based on FY2017-2018 revenues will allow the City to establish the first round of grants for projects and programs starting up in FY2018-2019, if awarded funding and approved by Council.

Recommendation for “Quick Win” Funding from FY2017-2018 SSB Revenues

The SSB Board established criteria for projects to be considered as “quick wins” notably, that such projects be urgent and immediate, have demonstrably far-reaching capacity, target high-risk communities, be equitable, and project ready.

Water Hydration Stations at OUSD and City Locations

The Oakland Unified School District had advised us of the need to address the issue of lead in water at schools and requested funding for water fill stations for a total of 110 sites, noting 15 high schools, 13 middle schools, 54 elementary schools and 28 child development centers, at \$4,000 per unit with a total of \$440,000 in costs. The request to the City is \$340,000 due to a match commitment of \$100,000. The addition of one year of maintenance cost for filters is \$31,000 for a cost of \$371,000 to be funded by the City for OUSD hydration stations.

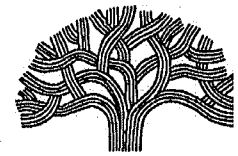
The Human Services Department is currently testing for lead levels at Head Start locations and provided a preliminary estimate to provide funding for water hydration stations at 20 Head Start locations at cost of \$4,000 per station. A preliminary estimate for hydration stations for the Office of Parks Recreation and Youth Development for 14 center sites and the Oakland Public Libraries for 6 sites was included for a total amount estimate of \$80,000. The SSB Board agreed to recommend setting aside funds for these hydration stations in the total amount of \$140,000. OPR is expected to provide additional information on the need for hydration stations in outdoor areas adjacent to ball fields, playing courts and well used parks that don't have hydration available to them.

Marketing and Communications, Community Education and Evaluation

The SSB Board is recommending the amount of \$750,000 be set aside to work with the HSD to initiate a request for qualifications process and identify qualified firms to 1) implement a community planning process to identify community priorities and needs to launch a community education campaign; 2) develop a city-wide social marketing and communications strategy to increase awareness of the impacts of consumption and alternatives to sugar sweetened beverages; and 3) work with a third party evaluator to plan and design an assessment to measure impacts of the Measure HH initiative on public health and systemic changes that ensure health equity and access to healthy culturally relevant affordable foods and clean water.

Recommendation for Youth Workforce Allocation Related to Health

The Council has previously authorized a \$400,000 allocation to the Office of Economic Development for youth workforce programming. The SSB Board recommends that this funding be tied to public health and healthy food system sectors.



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Finally, the SSB Board requested more information from City departments concerning Human Services Department and Office of Parks and Recreation nutrition programs. The SSB Board will provide a verbal update on the recommendations at the Life Enrichment Committee at the meeting of April 24, 2018.

The SSB Board requests that the City Council approve the resolution and authorize the allocation of the budget appropriation for balance of funding from FY2017-2018 for the RFP process recommended by the Sugar Sweetened Beverage Community Advisory Board, and authorize funding to the Oakland Unified School District for water hydrations stations (\$371,000) and for the HSD (\$60,000) and for OPYRD and OPL sites (\$80,000), and authorize funding in the amount of \$750,000 to the HSD to support the development of communications and education strategies.

Respectfully submitted,

/s/

ESPERANZA PALLANA
Chair, Sugar Sweetened Beverage Tax
Community Advisory Board

Reviewed by:

Sara Bedford, Director
Human Services Department

Prepared by:

Sandra Taylor, Human
Services Manager

ATTACHMENT B:

SSB Purpose And Vision Statement

PURPOSE

To advise and make recommendations on how and to what extent the City Council should establish and/or fund programs to prevent or reduce the health consequences of the consumption of sugar sweetened beverages in Oakland communities by ensuring an equitable, rigorous and transparent process.

VISION

Ensuring the right to a healthy life by investing in the health of Oakland children and families.
Building hope for a better tomorrow.

GUIDING PRINCIPLES

1. 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 SSBs, including but not limited to the following:
 - a. Social justice through food system change
 - b. Dental disease prevention and overall health promotion
 - c. Addressing health disparities and inequities for low-income and our most vulnerable communities
 - d. Healthy eating and active living for all.
2. We will strive for systemic change, strategic coordination, and community based collaboration among key stakeholders.
3. We will ensure that the community voice is included, integrated and upheld.
4. We will strive to increase our community's ability to create change and our community members' self-capacity to live a healthy life.
5. We are committed to ensuring a culturally appropriate and ethnic lens to the funding work.
6. We are committed to equity, fairness, transparency, and high impact.

ATTACHMENT C

SSB Funding Areas and Goals

Oakland SSB Advisory Board: Funding Areas and Goals

Prevention & Promotion (Citywide)

GOALS

- Promote water consumption and ensure potable drinking is easily accessible to children and adults in homes and public facilities, including parks, playgrounds, schools, public buildings, worksites, and clinics.
- Prevent and address factors related to the evidenced based impacts of SSB (obesity, diabetes, heart disease, tooth decay, etc.) through promotion, education and civic engagement.
- Impact health disparities and inequities due to SSB impacts on a community level through culturally relevant, community driven and participatory designed initiatives.
- Minimize marketing's impact on children and limit overall marketing of SSBs (i.e. this could be more policy related-eliminating marketing of SSBs, limit advertising in SSB venues, etc) by replacing marketing of SSBs with marketing and messaging of culturally relevant healthy alternatives and lifestyle.
- Invests in neighborhood initiatives that increase access to healthy, culturally appropriate and affordable food and active living.

EXAMPLES

Increase access and the consumption of water: Installation of hydration stations in schools, parks, city buildings and community centers.

Social Marketing and Public Communications Campaign: Designing a culturally relevant media campaign to promote the consumption of water vs soda as well as nutrition and physical activity.

Active lifestyle: Increasing access and promoting physical activity. For example, citywide initiatives to improve parks and park access.

Healthy Neighborhoods and Places (Neighborhood and place based)

GOALS

- Promote increased consumption, access to and the spread and/or creation of healthier alternatives to SSBs, including access to healthy, culturally appropriate, high quality food.
- Engage small businesses and business establishments to support SSB reduction strategies.
- Promote healthy retail that addresses local economy and food system gaps in access to healthy equitable and sustainable alternatives to sugar sweetened beverages.
- Increase physical activity and promote active lifestyles.

EXAMPLES

Community Based Initiatives: These initiatives could include nutrition education, promoting drinking water, programs to reduce impacts of sugar and promote physical activity and initiatives to engage community in systemic change and promote individual / family knowledge, attitude and behavior changes, as relates to SSB consumption.

Food Access: Bringing more healthy, culturally appropriate and affordable food to neighborhoods, including urban gardens/farms, farmers markets and Food Pharmacies.

Healthy Retail Programs: Increasing healthy food access and healthier drink alternatives in neighborhood stores.

Healthy Alternatives: Creating and increasing healthier drink alternatives to SSBs.

Meal Programs: Improving the nutritional quality of the food for children and families of low

socioeconomic status, and to increase the number of meals provided that support health eating and support learning about culturally relevant healthy eating.

Child Wellness and Nutrition Education Programs: Promoting gardening, nutrition education and physical activity for children, adults and seniors.

Active lifestyle: Increasing access and promoting physical activity. For example, improvements for equitable built environment initiatives that ensure walkable, safer neighborhoods, parks, and play spaces.

Health Care Prevention and Mitigation: Medical and Dental

GOALS

- Engage the medical and dental workforce to implement strategies for SSB reduction and prevention.
- Support the expansion of nutrition screening and counseling, education regarding sugar-sweetened beverage consumption and healthy alternatives, options, and strategies to decrease obesity, diabetes and oral health disparities across the lifespan.

EXAMPLES

Oral Health: Increasing screening and preventive programs eg. dental sealants at schools, expand dental services for low-income pregnant women, expanding dental health programs at WIC and early childhood development centers as relates to SSB reduction and prevention.

Provider training and engagement: Equipping health care providers in water promotion, nutritional counseling and screening skills development, and to conduct educational and participatory strategies to decrease SSB consumption.

Screenings, referrals and other early prevention programming: Increasing nutrition/BMI screenings and referrals, including breastfeeding, in order to increase nutrition and healthy lifestyles that can help decrease SSB consumption and mitigate SSB impacts.

Policy and Advocacy:

GOAL

- Limit access to SSBs (ie. could be related to restrictions within city agencies and school districts on the sale of beverages and foods sold in schools, school related activities during off-school hours, etc)
- Identify and remove barriers to providing healthy food and safe water.
- Civic engagement in empowerment and resiliency, through health and policy education, and grassroots organizing.

EXAMPLES

Community organization and community led engagement in policy and structural change efforts and organizing: Pass policies at City, County or School District level as well as organizing to change policies and practices in government institutions and businesses affecting neighborhoods and the larger Oakland community, as relates to SSB consumption and access to healthy food, beverage alternatives and a built environment that supports a healthy lifestyle, particularly for those most impacted by diet related disease.

Community action research: Community based participatory research that can provide information and evaluation to the best practices and impacts of the SSB initiative.

2018 APR 13 AM 9:20

Approved as to Form and Legality

OAKLAND CITY COUNCIL


City Attorney

RESOLUTION NO. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ALLOCATE FUNDS FROM FY2017-2018 SUGAR-SWEETENED BEVERAGE DISTRIBUTION TAX REVENUES TO: 1) THE OAKLAND UNIFIED SCHOOL DISTRICT THROUGH A GRANT AGREEMENT IN THE AMOUNT OF \$371,000 FOR WATER HYDRATION STATIONS, 2) THE HUMAN SERVICES DEPARTMENT AND THE OAKLAND PARKS AND RECREATION, AND/OR OAKLAND PUBLIC LIBRARY IN THE AMOUNT OF \$334,000 FOR WATER HYDRATION STATIONS, AND 3) THE HUMAN SERVICES DEPARTMENT IN THE AMOUNT OF \$750,000 FOR COMMUNICATION AND EVALUATION STRATEGIES

WHEREAS, the City of Oakland voters passed Measure HH, the Sugar-Sweetened Beverage Distribution Tax Ordinance (the “Ordinance”) in November 2016, approving a 1 cent per ounce general excise tax on the distribution of sugar-sweetened beverages in Oakland; and

WHEREAS, all Sugar-Sweetened Beverage (SSB) Tax revenue collected and remitted to the city is deposited in the City of Oakland’s unrestricted general fund and in the Sugar Sweetened Beverage Tax Sub-fund to be used for any lawful government purpose; and

WHEREAS, City Council Resolution No. 87062 established the Sugar-Sweetened Beverage Tax Sub-fund for the purpose of collecting the revenues from the tax and provided that unspent revenues from the tax will be retained in the SSB subfund for the purpose described in the Ordinance; and

WHEREAS, the City Council, in its discretion, has designated certain SSB Tax revenue to support programs to reduce sugar consumption and improve the health of Oakland residents, particularly those facing barriers to health; and

WHEREAS, the Ordinance established the Community Advisory Board to advise and make recommendations on how and to what extent the City Council should establish and/or fund programs to prevent or reduce the health consequences of the consumption of sugar-sweetened beverages in Oakland communities; and

WHEREAS, members were appointed and confirmed by resolution to the Sugar Sweetened Beverage Tax Community Advisory Board (the “Board”) in June 2017 and the Board began holding regular meetings in October 2017; and

WHEREAS, the Board has recommended that tax revenues from the FY2017-2018 year be allocated to the Oakland Unified School District (OUSD) in the amount of \$371,000 to pay for water hydration stations at various OUSD sites; to the Human Services Department and the Oakland Parks and Recreation (OPR) and/or the Oakland Public Library (OPL) in the amount of \$334,000 for hydration stations at Head Start and OPR or OPL sites; and to the Human Services Department in the amount of \$750,000 to pay for marketing and community education and evaluation services; and

WHEREAS, funding in the amount of \$1,455,000 is available in the Measure HH (SSBDT) Fund (1030), City-Wide Activities Organization (90591), Contract Contingencies Account (54011), Msr HH-Healthy Kids Prgm Project (1003817), Fiscal Management Program (IP51) to implement the Sugar Sweetened Beverage Tax Community Advisory Board's recommendations; now, therefore be it

RESOLVED, that the City Council has considered the Board's recommendations and hereby authorizes the City Administrator to allocate Sugar-Sweetened Beverage Distribution Tax Funds in the Measure HH (SSBDT) Fund (1030) to the Human Services Department and OPR, and/or the OPL in the amount of \$334,000 for water hydration stations at Head Start and OPR and/or OPL sites, and to the Human Services Department Youth Services Organization (78251) in the amount of \$750,000 for sugar-sweetened beverage tax marketing and community education campaigns and evaluation services; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator to allocate Sugar-Sweetened Beverage Distribution Tax Funds in the Measure HH (SSBDT) Fund (1030) to enter into a grant agreement with OUSD in an amount not to exceed \$371,000 for water hydration stations at various OUSD sites.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLEN, KALB, KAPLAN, and PRESIDENT REID

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California