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OFFICE OF THE CITY CLERK  
OAKLAND  
2019 APR 11 PM 5:46

# AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Sara Bedford  
Director, Human Services

**SUBJECT:** Sugar-Sweetened Beverage Tax  
Community Grants Funding  
Recommendations

**DATE:** April 1, 2019

City Administrator Approval

Date: 4/11/19

## RECOMMENDATION

**Staff Recommends That City Council Adopt A Resolution Authorizing The City Administrator To Negotiate And Execute Grant Agreements With Various Non-Profit And Public Agencies To Provide Services For Fiscal Year 2019-2020 To Reduce The Consumption Of Sugar Sweetened Beverages In A Total Amount Not To Exceed \$2,000,000 From Fiscal Year 2017-2018 Revenues.**

## EXECUTIVE SUMMARY

The Human Services Department (HSD) requests that the City Council approve the proposed resolution to negotiate and execute grant agreements to fund fourteen (14) programs recommended for funding from Fiscal Year (FY) 2017-2018 Sugar-Sweetened Beverage (SSB) Tax Revenues. The recommended agencies and programs are provided in **Attachment A**.

The grant programs were selected through a competitive process and based on proposal ratings, strategic alignment with the Sugar Sweetened Beverage Distribution Tax Community Advisory Board's vision and guiding principles, and prioritization of resources for neighborhoods most affected by the consumption of sugar-sweetened beverages.

## BACKGROUND / LEGISLATIVE HISTORY

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 Sugar Sweetened Beverage Distribution Tax Community Advisory Board (the "Board") to advise and make recommendations to the City Council on the expenditure of these tax revenues.

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The Advisory Board met throughout FY 2017-2018 and provided a recommendation to the City Council in March 2018, to allocate FY 2017-2018 revenues for water hydration stations at the Oakland Unified School District, Oakland Parks Recreation and Youth Development, and/or Oakland Public Library and Head Start Program. Additional allocations for communication and evaluation strategies and to establish a community grants program were recommended. The Adopted Mid-cycle Budget FY 2018-2019 includes two million dollars from the SSB Tax Fund (1030) for community grants.

The Reducing Consumption of Sugar-Sweetened Beverages Community Grants Program Request for Proposals (RFP) was developed based on the recommendations of the Board and was released by the Human Services Department (HSD) in November 2018. At the publicly noticed March 11, 2019 Board meeting, HSD provided an informational report on the programs recommended for funding.

### **ANALYSIS AND POLICY ALTERNATIVES**

HSD released the FY 2019-2020 RFP on November 16, 2018 in keeping with the Advisory Board's vision, guiding principles and recommended funding areas. The Advisory Board's vision of "ensuring the right to a healthy life by investing in the health of Oakland children and families..." and commitment 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 through social justice, food system change, dental disease prevention and overall health promotion, addressing health disparities and inequities for low-income and the most vulnerable communities and healthy eating and active living for all", were included in the RFP.

The RFP emphasized the prioritization of resources for neighborhoods where the effect of sugar-sweetened beverage consumption is most prevalent, as indicated by the highest incidences of obesity, diabetes, and other related chronic diseases; the use of evidence based programs and promising practices that would demonstrate expertise and effectiveness in serving local communities; and opportunities for innovation and emerging practices focused on changing food systems and/or community practices, in four identified funding areas:

- 1) Prevention through Education and Promotion
- 2) Healthy Neighborhoods and Places
- 3) Health Care Prevention and Mitigation
- 4) Policy and Advocacy

The RFP identified target areas for funds to include many parts of West Oakland, East Oakland, San Antonio and Fruitvale that are disproportionately impacted by disease related to the consumption of sugar. Populations for prioritization of services include children and their families; pregnant mothers and family members who play a key role in infant nutrition decisions; households with limited resources; individuals who are at greater risk of health impacts of sugar-sweetened beverages; groups with higher than average population indicators for diabetes, obesity, and tooth decay; and groups/communities disproportionately targeted by the beverage industry.

In January 2019, twenty-nine (29) proposals were received in response to the RFP. Staff's recommendation is based on proposal ratings and strategic alignment with the SSB Advisory Board's intentions and priorities as described in each of these funding areas. Demographic information submitted by applicants informed the review for equity considerations focused on race/ethnicity of population served, age range proposed to be served, and the location of residents and programming. Also, considered in the proposal review were agency history and board composition, past partnerships in the community being served, the identification of the target population, staff description, and approach to program design through a culturally informed lens.

### **Funding Area 1: Prevention through Education and Promotion**

This funding area includes educational campaigns and strategies to increase access and consumption of water, promote nutrition and physical activity, and increase access to parks and open spaces. Projects and programming recommended for funding in this area include four programs for a total of \$624,731 that were selected to promote water consumption among Oakland residents and develop community leadership. For example, youth can engage with one another to lead community driven communication and health education strategies.

Recommended programs will provide a range of community-based projects and programming including stipends for peer champions to provide evidence-based, culturally and developmentally appropriate workshops and educational materials to educate their peers around water consumption; support for high-risk youth with summer enrichment and after school training to become advocates for healthy Oakland communities through programming and improved practices around nutrition science, meal preparation, increased water consumption and peer education training; health promotion and education to occur at schools, parks, cooking academies, retail outlets and community based health fairs, and youth-led events at corner stores, schools and other public spaces.

### **Funding Area 2: Healthy Neighborhoods and Places**

This funding area invests in neighborhood initiatives to increase access to healthy and affordable food and active living, as well as promote community driven efforts to advance knowledge, attitude and behavior change around nutrition, physical education, water consumption, and increase access to healthy drinks and food through expansion of healthy retail and food systems.

Projects and programming recommended for funding in this area include seven programs for a total of \$925,272 selected to provide opportunities for youth to learn and play sports, improve and maintain fitness, eat nutritious snacks, access health and fitness education, and promote water consumption; provide access to healthy and affordable food, fresh produce, and safe drinking water; provide opportunities for active living through nutrition training and recycling education; provide sustainable agriculture, garden training and education to choose healthier food; and increase availability of fruits and vegetables with produce stands, nutritional education, cooking demonstrations and workshops.

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### **Funding Area 3: Health Care Prevention and Mitigation**

This funding area aims to engage medical and dental professionals to support Oakland residents to improve health outcomes across their lifespan through preventive services, health screenings, and other health care practices. Projects and programming recommended for funding in this area include two programs for a total of \$300,000 that were selected to expand early childhood dental services to low-income families, including oral health education, screening and preventative services to families with young children; and expand nutrition and wellness education opportunities through food as medicine programming.

### **Funding Area 4: Policy and Advocacy**

This funding area invests in community led engagement and organizing to change policies in public institutions and organizations affecting Oakland neighborhoods as relates to sugar-sweetened beverage consumption and access to safe drinking water, healthy food and supports to live a healthy lifestyle. Projects and programming recommended for funding in this area include one program for a total of \$149,997 that was selected to launch an action campaign to limit and eliminate the marketing of sugar-sweetened beverages by engaging transition-aged youth in a community action research project to determine the prevalence of and attitudes toward sugar-sweetened beverages and products.

The 14 programs recommended for funding project that 44% of participants will be Latinx, 30% will be African-American and 12% will be Asian. It is anticipated that 69% of participants will reside in City Council Districts 3, 5, 6 and 7.

Alternatively, and not recommended, the City Council may reject the recommendation to award SSB funds to these 14 agencies to implement community grants to reduce the consumption of sugar sweetened beverages and allocate the SSB Fund to other funding priorities. Since these proposals are consistent with the Ordinance and the intentions of the Advisory Board and are recommended to have an impact on the consumption of sugar-sweetened beverages and related health effects, City Council's rejection of the staff recommendation is not recommended.

### **FISCAL IMPACT**

Funds are available in the Adopted FY 2018-2019 Midcycle Budget for these grant awards in Measure HH (SSBDT) Fund (1030), Youth Services Organization (78251), Third Party Grant Account (54912), DP 780 Administrative Project (1000017), and in the Childhood and Youth Services Program (YS03).

### **PUBLIC OUTREACH / INTEREST**

At the publicly noticed March 11, 2019 SSB Community Advisory meeting, HSD provided an informational report to the SSB Board that outlined the staff recommendation for 14 proposals to be funded from \$2 million allocated for this purpose with City Council approval.

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## **COORDINATION**

This report and legislation was prepared in consultation with the SSB Community Advisory Board and have been reviewed by the Contracts and Compliance Division of the City Administrator's Office, and the Budget Bureau.

## **PAST PERFORMANCE, EVALUATION AND FOLLOW-UP**

An evaluator for the community grants program will be established through a competitive process by June 30, 2019.

## **SUSTAINABLE OPPORTUNITIES**

***Economic:*** SSB funding will provide employment opportunities through fourteen agencies recommended to operate projects and programming in Oakland. These agencies are largely Oakland-based and employ Oakland residents, and have a direct impact on the local economy. SSB funds are used to leverage and match additional local, county, state, federal and philanthropic funds, thereby, having a positive impact on the Oakland economy. Some of the programming recommended for funding will also provide employment opportunities to youth and low-income Oakland residents.

***Environmental:*** Investments in projects and programming that promotes active lifestyles and expands urban gardening and urban gardens contribute to community development, public safety, neighborhood beautification, and the eco-system.

***Social Equity:*** Increased investments in community health, especially among neighborhoods and populations most impacted by the consumption of sugar-sweetened beverages, will have long-term benefits that address health disparities and social inequity.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That City Council Adopt A Resolution Authorizing The City Administrator To Negotiate And Execute Grant Agreements With Various Non-Profit And Public Agencies To Provide Services For Fiscal Year 2019-2020 To Reduce The Consumption Of Sugar Sweetened Beverages In A Total Amount Not To Exceed \$2,000,000 From Fiscal Year 2017-2018 Revenues.

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

Respectfully submitted,

  
SARA BEDFORD  
Director, Human Services Department

Reviewed by:  
Sandra Taylor, HSD Manager

Prepared by:  
Sharon Robinson, HHS Planner  
Children and Youth Services Division

Attachments (1):  
A: Funding Recommendations

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Recommended Proposals

Agency Name	Project Title	Program Description	Funds Requested
Alameda County Public Health Department-Nutrition Services	Rethink Your Drink Oakland	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.	\$ 234,156
Youth Employment Partnership, Inc.	Peer-to-Peer Nutrition	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.	\$ 150,000
LaClinica de La Raza, Inc.	H2Oakland Education Program	Promote health by implementing evidence-based, culturally and developmentally appropriate workshops and health fairs	\$ 90,575
Tides Center, Fiscal for HOPE Collaborative	Youth Action to Reduce Sugar-Sweetened Beverage Consumption	Youth-led events at corner stores, schools and other public spaces	\$ 150,000
<b>Total Funding Area 1: Prevention through Education and Promotion</b>			<b>\$ 624,731</b>
Oakland Lacrosse Club	East Oakland Lacrosse Outreach and Team Experience	Provide opportunities to learn and play lacrosse, eat nutritious snacks and staying fit and healthy education.	\$ 75,000
Service Opportunity for Seniors	Health Improvement for Homebound Seniors	Provide access to healthy and affordable food, water and active living through nutrition training and recycling education and provide produce.	\$ 93,052
Roots Community Health Center	East Oakland Food Matters	Increase knowledge and access to healthy foods, local produce, budget friendly recipes and increase informed choice making of food and beverages	\$ 250,000
Fresh Approach	VeggieRx Program for Healthy Food and Beverages	Connect families and youth with access to affordable farm fresh produce, cooking and nutrition education	\$ 58,378
Planting Justice	Sustainable Agriculture for a Healthier Oakland	Provide sustainable agriculture, garden training and education to choose healthier food.	\$ 150,000
Mandela Partners dba Mandela Marketplace, Inc.	Mandela Hubs for Health	Increase availability of fruits and vegetables with produce stands, integrate nutritional education, cooking demonstrations and workshops	\$ 150,000
East Bay United Soccer Club	EBU Healthy Oakland Initiative	Expand soccer school and increase the number and dollar amount of financial aid awards for players	\$ 148,842
<b>Total Funding Area 2: Healthy Neighborhoods and Places</b>			<b>\$ 925,272</b>
Alameda County Public Health Department-Office of Dental Health	Preventive Dental Services for Children at WIC	Double capacity to provide oral health education, screening and preventive services to families with children ages 0 - 5.	\$ 150,000
Native American Health Center, Inc.	Healthy Oakland Families	Provide nutrition and wellness education opportunities, Food Farmacy / Food as Medicine health fair programs	\$ 150,000
<b>Total Funding Area 3: Health Care Prevention and Mitigation</b>			<b>\$ 300,000</b>
Bay Area Community Resources	Healthy Options at Point of Sale (HOPS)	Engage transitional-aged youth in a community action research project to determine the prevalence of and attitudes toward sugar-sweetened beverages and products	\$ 149,997
<b>Total Funding Area 4: Policy and Advocacy</b>			<b>\$ 149,997</b>
<b>Total of 14 Proposals Recommended (FY 2019-2020)</b>			<b>\$ 2,000,000</b>

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**DRAFT**

City Attorney's Office

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

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**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE GRANT AGREEMENTS WITH VARIOUS NON-PROFIT AND PUBLIC AGENCIES TO PROVIDE SERVICES FOR FISCAL YEAR 2019-2020 TO REDUCE THE CONSUMPTION OF SUGAR SWEETENED BEVERAGES IN A TOTAL AMOUNT NOT TO EXCEED \$2,000,000 FROM FISCAL YEAR 2017-2018 REVENUES**

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**WHEREAS**, Measure HH, the Sugar-Sweetened Beverage Distribution Tax Ordinance (the "Ordinance"), was approved by the Oakland voters in the November 8, 2016 General Election; and

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**WHEREAS**, The Ordinance established the tax of 1 cent per ounce on the distribution of sugar-sweetened beverages effective July 1, 2017; and

**WHEREAS**, The Ordinance also established the Sugar-Sweetened Beverage Distribution Tax Advisory Board ("Board") to advise and make recommendations to the City Council on the expenditure of these tax revenues; 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**, Resolution No. 87062 C.M.S. established the Sugar-Sweetened Beverage Distribution Tax Fund (the "SSB Fund") for the purpose of collecting the revenues from the tax, and established City Council policy to consider the Board's recommendations regarding appropriations; and

**WHEREAS**, revenue in the amount of \$2,000,000 is available for grants and is located in the Measure HH (SSBDT) Fund (1030), Youth Services Organization (78251), Third Party Grant Account (54912), DP 780 Administrative Project (1000017), and in the Childhood and Youth Services Program (YS03); and



**WHEREAS**, a Request for Proposals (“RFP”) was developed by the Human Services Department based on the recommendations of the Board to direct funding to four funding areas and prioritize resources to neighborhoods most affected by the consumption of sugar-sweetened beverages, and the RFP was released in November 2018; and

**WHEREAS**, in January 2019, HSD received 29 proposals from private non-profit and public entities to provide services for the Sugar-Sweetened Beverage (“SSB”) Tax community grants program cycle 2019-2020; and

**WHEREAS**, fourteen agencies are recommended in accordance with the criteria in the Request for Proposals; and

**WHEREAS**, the HSD recommends the following fourteen (14) grant funding awards in the amounts specified below for FY 2019-2020 for the programs as further described in the City Administrator’s report accompanying this resolution; and

<b>Total Funding Recommended for Projects and Programs (FY 2019-2020):</b>		<b>\$2,000,000</b>
<b>Agency Name</b>	<b>Project Title</b>	<b>Funds Requested</b>
Alameda County Public Health Department-Nutrition Services	Rethink Your Drink Oakland	\$234,156
Youth Employment Partnership, Inc.	Peer-to-Peer Nutrition	\$150,000
La Clinica de La Raza, Inc.	H2Oakland Education Program	\$90,575
Tides Center, Fiscal Sponsor for HOPE Collaborative	Youth Action to Reduce Sugar-Sweetened Beverage Consumption	\$150,000
<b>Total Funding Area 1: Prevention through Education and Promotion</b>		<b>\$624,731</b>
Oakland Lacrosse Club	East Oakland Lacrosse Outreach and Team Experience	\$75,000
Service Opportunity for Seniors	Health Improvement for Homebound Seniors	\$ 93,052
Roots Community Health Center	East Oakland Food Matters	\$250,000
Fresh Approach	VeggieRx Program for Healthy Food and Beverages	\$58,378
Planting Justice	Sustainable Agriculture for a Healthier Oakland	\$150,000
Mandela Partners dba Mandela Marketplace, Inc.	Mandela Hubs for Health	\$150,000
East Bay United Soccer Club	EBU Healthy Oakland Initiative	\$148,842

<b>Total Funding Area 2: Healthy Neighborhoods and Places</b>		<b>\$925,272</b>
Alameda County Public Health Department-Office of Dental Health	Preventive Dental Services for Children at WIC	\$150,000
Native American Health Center, Inc.	Healthy Oakland Families	\$150,000
<b>Total Funding Area 3: Health Care Prevention and Mitigation</b>		<b>\$300,000</b>
Bay Area Community Resources	Healthy Options at Point of Sale (HOPS)	\$149,997
<b>Total Funding Area 4: Policy and Advocacy</b>		<b>\$149,997</b>

; now, therefore, be it

**RESOLVED:** That the City Administrator is authorized to execute agreements with the aforementioned service providers in the amounts specified above for a total amount not to exceed \$2,000,000 for FY2019-2020, and is authorized to conduct all negotiations, execute and submit all documents, including but not limited to applications, agreements, amendments, modifications, payment requests, and related actions which may be necessary in accordance with the basic purpose of this resolution without returning to City Council; and, be it

**FURTHER RESOLVED:** That said agreement(s) shall be approved as to form and legality by the Office of the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES –FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO and PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California