



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Joe DeVries
Deputy City Administrator

SUBJECT: Sugar Sweetened Beverage Tax
Community Grants Program FY 2022-
2024

DATE: June 22, 2022

City Administrator Approval

Date: Jun 23, 2022

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Awarding Grant Agreements To Twenty-Six Non-Profit And Public Agencies To Provide Services Until June 30, 2024 To Address The Impact And Reduce Consumption Of Sugar Sweetened Beverages In A Total Amount Not To Exceed \$3,000,000 Using Sugar-Sweetened Beverage Distribution Tax Revenue In The Amount Not To Exceed \$1,000,000 From Fiscal Year 2021-22 Revenues And \$2,000,000 From Fiscal Year 2022-23 Revenues.

EXECUTIVE SUMMARY

The Sugar Sweetened Beverage Distribution Tax Community Advisory Board (the "Board") has approved funding recommendations for the Sugar-Sweetened Beverage Distribution Tax ("SSBDT") 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 recommendations from the Board are provided as **Attachment A**.

The Board also recommended the use of FY2021-2023 Biennial Budget revenues for a general Request for Proposal Process to select grants for community-based programs and projects, to be approved by Council for allocation from FY 2021-2022 SSBDT revenues in the amount of \$1,000,000 and FY 2022-23 SSBDT revenues in the amount of \$2,000,000.

BACKGROUND / LEGISLATIVE HISTORY

Measure HH, the Sugar-Sweetened Beverage Distribution Tax 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 to advise and make recommendations to the City Council on the expenditure of these tax revenues.

City Council
July 5, 2022

In March 2018, the Board's recommendations to the City Council included a general Request for Proposal (RFP) process to establish a community grants program to fund community-based programs and projects, to be approved by Council action at a later date. The Adopted Mid-cycle Budget FY 2018-2019 included two million dollars from the SSBTD Fund (1030) for community grants. In November 2018, the City released an RFP in keeping with the Board's vision, guiding principles and funding areas. In January 2019, twenty-nine (29) proposals were received in response to the RFP. A total of 14 agencies were identified by Human Services Department staff, and a total of \$2 million in 2019-20 SSBTD revenue was awarded. At the Concurrent Meeting of the Oakland Redevelopment Successor Agency and the City Council on May 7, 2019, Resolution No. 87661 C.M.S. was unanimously adopted, authorizing grant agreements with the 14 selected agencies to provide services to reduce the consumption of Sugar Sweetened Beverages in an amount of \$2 million using 2017-18 revenues.

At the publicly noticed SSBTD Community Advisory Board meeting on June 9, 2021, the Board was informed of the Mayor's proposed budget amendments which proposed \$1 million in 2021/22 SSBTD revenue and \$2 million in 2022/23 SSBTD revenue for a total of \$3 million in allocations to community partners. Based on the recommendations of the Board, an RFP was released on March 31, 2022, to solicit proposals for the Reducing Consumption of Sugar-Sweetened Beverages Community Grants Program. A total of forty-five (45) proposals were received, and a thorough review of all proposals submitted was completed by SSBTD staff. At the publicly noticed June 13, 2022 Board meeting, the SSBTD staff liaison provided an informational report to the Board that outlined the twenty-six (26) proposals recommended for funding using the \$3 million allocated for this purpose.

ANALYSIS AND POLICY ALTERNATIVES

The 2022-24 RFP was released on March 25, 2022, to solicit proposals from qualified non-profit, public agencies and Local, Small or Very Small Local Business Enterprises. Three million dollars was made available for grants in FY 2022-2024 through the RFP. The RFP included the Board's vision and guiding principles and directed funding in three areas:

- Healthy Neighborhoods and Places
- Prevention and Mitigation
- 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.

The RFP also provided instructions and information on the application, review, and selection process. The proposal deadline was 2:00 p.m. on April 25, 2022, and a total of 45 grant

proposals were received by the deadline, requesting funding totaling over \$12.6 million, an average of \$284,235 per proposal.

In May 2022, forty-five (45) proposals were reviewed and scored by a team of reviewers, which included HSD staff, several members of the Board, and citizens of the Oakland community. Reviewers were asked to assign a score out of 100 to proposals based on a set of criteria. A scoring rubric was included in the RFP so that every agency that applied understood the criteria they were being graded on. The scoring rubric was as follows:

- Agency History and Capacity (20 points)
- Program Design (25 points)
- Target Population and Needs (20 points)
- Staffing Qualifications (10 points)
- Required Resources and Budget Request (15 points)
- Outcomes and Evaluations (10 points)

All of the agencies were ranked based on the scores received from the evaluators, and in order to ensure that diverse programming that impacted as many targeted populations as possible was funded, SSBDT staff meticulously studied each proposal's budget narrative in order to determine how much money that was awarded to each organization. Since the need expressed greatly surpassed the amount of funds that were available to be awarded, no agency received the full amount requested. A strong focus was placed on prioritization of resources for neighborhoods most affected by the consumption of sugar sweetened beverages, expertise in serving local communities, and innovative or emerging practices focused on changing food systems or community practices.

The twenty-six (26) proposals with high recommendation are being forwarded for approval of funding from the \$3,000,000 already budgeted by City Council and are provided in **Attachment A**.

Programs recommended for funding are outlined below and will be for delivery of 24-month programming across the three funding areas for a total funding recommendation of \$3 million.

Agency Name	Project Title	Funding Area	Recommended Funding Amount
East Oakland Youth Development Center	Health and Wellness Program	Healthy Neighborhoods	\$100,000
Mercy Retirement and Care Center	Mercy Brown Bag Program	Healthy Neighborhoods	\$135,000
Native American Health Center	Healthy Oakland Families	Prevention and Mitigation	\$95,000

Agency Name	Project Title	Funding Area	Recommended Funding Amount
Lifelong Medical Care	LifeLong Oral Health – East Oakland	Prevention and Mitigation	\$105,000
Oakland Soccer Club	Youth Program	Healthy Neighborhoods	\$50,000
City Slicker Farms	Backyard Gardens Programs	Healthy Neighborhoods	\$60,000
Safe Passages	The Legacy of Our Foods Program	Healthy Neighborhoods	\$105,000
Roots Community Health Center	Food Matters: Building Healthy Food Systems	Healthy Neighborhoods	\$245,000
Bay Area Community Resources	Healthy Options at Point of Sale (HOPS)	Policy and Advocacy	\$145,000
YMCA of the East Bay	Reducing Consumption of SSB	Healthy Neighborhoods	\$95,000
SOS: Meals on Wheels	Meals that Heal: Health Improvements for Homebound Seniors in Oakland	Healthy Neighborhoods	\$155,000
Community Kitchens	Mobile Oasis	Healthy Neighborhoods	\$145,000
Acta Non Verba: Youth Urban Farm Project	Youth Urban Farm Project	Healthy Neighborhoods	\$145,000
Planting Justice	Combatting Food Apartheid through Alternatives to SSBs	Healthy Neighborhoods	\$95,000
Youth Employment Partnership	Peer-to-Peer Nutrition	Healthy Neighborhoods	\$95,000
Oakland Lacrosse	Healthy Students	Healthy Neighborhoods	\$100,000

Agency Name	Project Title	Funding Area	Recommended Funding Amount
InAdvance	Sugar Freedom Project	Policy and Advocacy	\$145,000
Kids Cooking for Life	Nutrition & Cooking to Enhance Lives of Oakland Youth	Healthy Neighborhoods	\$40,000
Friends of Peralta Hacienda Historical Park	Health and Nutrition Network at Peralta	Healthy Neighborhoods/Policy and Advocacy	\$145,000
Health Initiatives for Youth	FOOD! in Context	Healthy Neighborhoods	\$95,000
Soccer without Borders	Oakland Global Goal 5 Girls Soccer League	Healthy Neighborhoods	\$50,000
Asian Health Services	Mobile Oral Health Services	Healthy Neighborhoods	\$95,000
HOPE Collaborative: Tides Center	Youth Action Board	Healthy Neighborhoods	\$95,000
Black Cultural Zone Community Development Corporation	Liberation Park @ Eastmont and On-The-Road	Healthy Neighborhoods	\$145,000
Public Health Institute Center for Wellness & Nutrition	Oakland on the Move: Tackling Sugary Drinks	Policy and Advocacy	\$195,000
Living the Dream	Healthy Athletic Nutrition Program	Healthy Neighborhoods	\$75,000

Based on the demographic information provided by the selected applicants, the programs recommended for funding will provide programming to target priority populations and

geographic areas that reflect Citywide priorities to demonstrate city equity. The following priority populations will be directly impacted by these programs,

- Participants: 1) 33.14% African American, 2) 24.7% Latinx, and 3) 19.45% Asian
- Council Districts: 2% of participants will reside in Council District 1, 15% in District 2, 11.2% in District 3, 7% in District 4, 17.8% in District 5, 18% in District 6, and 29% in District 7.

The following proposals did not score as highly as the recommended programs on the rubric that was provided, and are not being recommended for funding:

1. Rethink Your Drink (Alameda County Public Health Department)*
2. 1H2Oakand 2.0 (La Clinica)
3. Produce, Water, and Hot Food Program (SABA Grocers)
4. Soda Free SCORES (America Scores Bay Area)
5. 10 X 10 Get Fit (Health and Human Resources Education Center)
6. Cooking Matters (18 Reasons)
7. The AICRC Native Foodways Program (American Indian Child Resource Center)
8. VeggieRx Program for Healthy Foods and Beverages (Fresh Approach)
9. Teddy Bear Movement and Arts (Destiny Arts Program)
10. TRYBE FIT (Trybe)
11. Community Services Senior Meals Program (Spectrum)
12. Cooperative Ecosystems (Sustainable Economies Law Center)
13. Meet Your Healthy Self (Urban Strategies)
14. The Bigger Picture (Youth Speaks)
15. Oakland Genesis SSB Project (Oakland Genesis)
16. El Timpano SSB (Independent Arts)
17. West Oakland Outdoor Market (St Mary's)
18. College and Career Performance Program (SPAAT)
19. Community Services (Good Hope Missionary Baptist Church)

*The Alameda County Public Health Department's "Rethink Your Drink" program was among the programs initially recommended for funding. However, the grant was declined as the agency did not feel capable of performing the proposed programming with the funds that were offered.

Several of Oakland's Citywide Priorities are supported through the three funding areas in SSBTD Community Grants Program. The three funding areas that are supported ensure increased economic and cultural security by providing access to healthy and affordable nutrition. They also lead to improved holistic safety through community building. Developing long lasting programs that have an impact on our targeted populations can also ensuring that a vibrant and sustainable infrastructure is in place. Finally, diverting sugar sweetened beverage tax funds to programs that directly benefit the community can lead to a higher level of trust and increased perception of a trustworthy government.

FISCAL IMPACT

A breakdown of the appropriated project funding sources is as follows:

Fund Source:	(1030) – FY 2017-2018 Measure HH (SSBDT) Fund
Project:	1003817 Measure HH – Healthy Kids Program Project
Organization:	78251
Account:	54011– Contract Contingencies (Budgetary Only)
Task:	1030.YS03
Amount:	\$3,000,000

PUBLIC OUTREACH / INTEREST

At the publicly noticed June 13, 2022 SSB Board meeting, staff provided an informational report to the Board that outlined its recommended twenty-six (26) proposals with high recommendation for funding from \$3 million allocated for this purpose with City Council approval.

COORDINATION

This report and legislation was prepared in consultation with the Board and has been reviewed by the Office of the City Attorney, the Department of Workplace and Employment Standards, and the Controller's Bureau.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

The City of Oakland is partnering with Mathematica, a policy research organization, to conduct an evaluation of the Reducing Consumption of Sugar Sweetened Beverage (SSB) Community Grants investments. Mathematica evaluators have reached out to recipients of previous rounds of SSBDT funding to discuss program goals, challenges and successes. Mathematica has concluded data collection and preparing grantee profiles to be reviewed in June 2022. These will help us better measure and quantify the effectiveness of the funded programs.

SUSTAINABLE OPPORTUNITIES

Economic: SSBDT funding will provide employment opportunities as twenty-six agencies will develop programming focused on marginalized Oakland communities

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

Race and Equity Increased investments in community health, collaborations to support food access and removing barriers to accessing healthy food that most impact Black and Latino communities of color, who have also experience higher than average population indicators for diabetes, obesity and tooth decay and have been disproportionately targeted by the beverage industry. Programs funded through this RFP, will have long-term benefits that address health disparities and social inequity.

Equity analysis examined the demographic information submitted focused on race/ethnicity of population served, age range proposed to be served, and the location of residents and programming. Equity is also considered in the examination of agency history and board composition, past partnerships in the community being served, target population, staff description, and program design.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution Awarding Grant Agreements To Twenty-Six Non-Profit And Public Agencies To Provide Services Until June 30, 2024 To Address The Impact And Reduce Consumption Of Sugar Sweetened Beverages In A Total Amount Not To Exceed \$3,000,000 Using Sugar-Sweetened Beverage Distribution Tax Revenue In The Amount Not To Exceed \$1,000,000 From Fiscal Year 2021-22 Revenues And \$2,000,000 From Fiscal Year 2022-23 Revenues.

For questions regarding this report, please contact Michael Akanji, City Administrator Analyst, at 510-238-6454.

Respectfully submitted,



JOE DEVRIES
Deputy City Administrator

Prepared by:
Michael Akanji
City Administrator Analyst

Attachments (1):

A: Funding Recommendations

RECOMMENDED PROPOSALS

Agency Name	Funding Area	Project Title	Program Description	Recommended Funding Amount
East Oakland Youth Development Center	Healthy Neighborhoods	Health and Wellness Program	Implementing services designed to increase access to healthy food and active living.	\$100,000
Mercy Retirement and Care Center	Healthy Neighborhoods	Mercy Brown Bag Program	Coordinates the distribution of fresh produce and other nutritious foods to low-income older adults	\$135,000
Native American Health Center	Prevention and Mitigation	Healthy Oakland Families	Providing nutrition and wellness education opportunities, screenings, referrals, and outreach to pregnant mothers and children	\$95,000
Lifelong Medical Care	Prevention and Mitigation	LifeLong Oral Health – East Oakland	Targeted culturally relevant, trauma informed and linguistically accessible (English and Spanish) health education and resources to decrease SSB consumption, and delivery of services to improve access to dental care	\$105,000

Oakland Soccer Club	Healthy Neighborhoods	Youth Program	Hire coaches for weekly physical fitness sessions where children are taught about nutrition	\$50,000
City Slicker Farms	Healthy Neighborhoods	Backyard Gardens Programs	Create and support Backyard and Community gardens for low-income Oakland residents	\$60,000
Safe Passages	Healthy Neighborhoods	The Legacy of Our Foods Program	Provide access to culturally relevant nutritional food and educational courses, and events on wellness and nutrition, and on physical activity and movement	\$105,000
Roots Community Health Center	Healthy Neighborhoods	Food Matters: Building Healthy Food Systems	Employ strategy to enhance capacities of existing organizations and institutions serving impacted communities through increased access and promoting behavior change.	\$245,000
Bay Area Community Resources	Policy and Advocacy	Healthy Options at Point of Sale (HOPS)	Engage transitional-aged youth in a community action research and advocacy project to advocate for a Healthy Checkout Ordinance, which would set minimum nutrition standards for products stocked at checkout.	\$145,000
YMCA of the East Bay	Healthy Neighborhoods	YMCA and Healthy Me	Provide nutrition education, resources, support and empowerment activities for young children and families.	\$95,000

SOS: Meals on Wheels	Healthy Neighborhoods	Meals that Heal: Health Improvements for Homebound Seniors in Oakland	Decrease food insecurity and isolation among homebound senior clients, while increasing knowledge and awareness regarding eating and drinking habits and choices, regarding the prevention and intervention of Diabetes and other related health issues	\$155,000
Community Kitchens	Healthy Neighborhoods	Mobile Oasis	Extension of existing food justice and free meal program through deployment of a modified school bus to act as a mobile oasis in Oakland food deserts	\$145,000
Acta Non Verba	Healthy Neighborhoods	Youth Urban Farm Project	Expand existing programs to increase nutrition education, access to fresh fruits and vegetables, encourage physical activity, and access to gardening for youth and families in the Elmhurst neighborhood of East Oakland.	\$145,000
Planting Justice	Healthy Neighborhoods	Combatting Food Apartheid through Alternatives to SSBs	Direct nutritional support, nutrition education and culturally relevant information about the harmful impact of SSBs	\$95,000
Youth Employment Partnership	Healthy Neighborhoods	Peer-to-Peer Nutrition	Provide high-risk Oakland youth with enriching summer and after-school health, nutrition, and leadership training, empowering them	\$95,000

			become advocates for healthy Oakland communities.	
Oakland Lacrosse Club	Healthy Neighborhoods	Healthy Students	Alignment with allied institutions to introduce more students to the sport while implementing initiative to connect more East Oakland OUSD students to safe spaces, opportunities, resources and support.	\$100,000
InAdvance	Policy and Advocacy	Sugar Freedom Project	Resident Organizers will engage Oakland residents impacted by health disparities in grassroots policy development, culturally-rooted health education, and community building using outreach methods such as door-knocking, store surveys, store events followed by deep engagement in trainings, workshops, and convenings.	\$170,000
Kids Cooking for Life	Healthy Neighborhoods	Nutrition & Cooking to Enhance Lives of Oakland Youth	Cooking classes to promote individual and family knowledge, fostering attitude and behavior change and advancing nutrition education, creating opportunities to offer healthier alternatives to sugar-sweetened beverages	\$40,000

Friends of Peralta Hacienda Historical Park	Healthy Neighborhoods/Policy and Advocacy	Health and Nutrition Network at Peralta	Mobilize teens to research water issues and learn about the benefits of drinking water, engage children 5-15 year-round in gardening, stewardship, movement and physical activity, and distribute free food to Oakland families six times monthly.	\$145,000
Health Initiatives for Youth	Healthy Neighborhoods	FOOD! in Context	Create an asset-based, experiential healthy eating and food justice empowerment workshop series. The 12-session program works to give low-income youth of color greater knowledge and agency about food choices.	\$95,000
Soccer without Borders	Healthy Neighborhoods	Oakland Global Goal 5 Girls Soccer League	Promote physical activity and wellness among immigrant adolescent girls	\$50,000
Asian Health Services	Healthy Neighborhoods	Mobile Oral Health Services	Increase access to culturally appropriate screening and intervention to prevent dental carries and other health concerns. Educational components to encourage healthy lifestyle choices and support diabetes prevention.	\$95,000
TIDES CENTER	Healthy Neighborhoods	Youth Action Board	Expansion of youth leadership development programming - a Youth Action Board will be	\$120,000

			trained to educate their peers on key topics, such as the predatory nature of the beverage industry's marketing tactics and the detrimental impacts of sugary beverage consumption. The YAB will then activate their peers to support related campaigns.	
Black Cultural Zone Community Development Corporation	Healthy Neighborhoods	Liberation Park @ Eastmont and On-The-Road	Community events to include Healthy Market, Cooking demonstration, vouchers, community meals and community skate.	\$145,000
Public Health Institute Center for Wellness & Nutrition	Policy and Advocacy	Oakland on the Move: Tackling Sugary Drinks	Reduce SSB consumption and improve knowledge and civic engagement of youth and adult residents in the Fruitvale neighborhood who are of Latino and Mayan Mam descent by building a base of community health leaders to advance health practices.	\$195,000
Living the Dream	Healthy Neighborhoods	Healthy Athletic Nutrition Program	Expand and offer comprehensive athletic and mentorship services including hiring football coaches and providing healthy snacks to youth.	\$75,000

