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OAKLAND

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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Sara Bedford
Director, Human Services

SUBJECT: Sugar Freedom Project One-Time
Grant

DATE: August 31, 2018

City Administrator Approval

Date:

9/12/18

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Enter Into A Grant Agreement With TIGRA Transnational Institute For Grassroots Research And Action, The Fiscal Sponsor Of The Sugar Freedom Project In An Amount Not To Exceed \$200,000 For The Sugar Freedom Project To Provide Community-Based Outreach To Oakland Communities Most Impacted By Sugar-Sweetened Drinks From October 1, 2018 Through June 30, 2020.

EXECUTIVE SUMMARY

On June 19, 2018, the City Council adopted the Fiscal Year (FY) 2018-19 Midcycle Budget Amendment that included a \$200,000 one-time grant from the Sugar Sweetened Beverage Distribution Tax Revenue for the Sugar Freedom Project to expand community-based outreach to Oakland communities most impacted by sugar-sweetened drinks beyond East Oakland, resulting in a report to the Sugar-Sweetened Beverage Tax Board to inform their community planning process, and to the Life Enrichment Committee.

The proposed resolution authorizes a grant agreement in an amount not to exceed \$200,000 with TIGRA Transnational Institute for Grassroots Research and Action (TIGRA) as the fiscal sponsor of the Sugar Freedom Project.

BACKGROUND / LEGISLATIVE HISTORY

Ordinance No. 86161 C.M.S, approved by 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 Sugar Sweetened Beverage Community Advisory Board (SSB 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 provided approved initial recommendations at the SSB Board meetings of March 12, 2018 and April 9, 2018.

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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 City Council policy to receive and consider the Board's recommendations for consideration prior to Council appropriations, and to carry forward 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 City Council.

Resolution No. 87162 C.M.S. authorized allocation of Sugar-Sweetened Beverage Distribution Tax (SSBDT) Funds to the Human Services Department (HSD), Oakland Parks and Recreation & Youth Development (OPYRD), and/or the Oakland Public Library (OPL) in the amount of \$334,000 for water hydration stations at Head Start and OPRYD and/or OPL sites, and \$750,000 to HSD for sugar-sweetened beverage tax marketing and community education campaigns and evaluation services. The City Council also authorized the City Administrator to enter into a grant agreement with Oakland Unified School District (OUSD) in an amount not to exceed \$371,000 for water hydration stations at various OUSD sites.

The SSB Board also approved at its April 9, 2018 meeting a recommendation for one year of funding in the amount of \$1,348,597 to restore after-school meals and snacks at OPRYD and OPL sites. This allocation of funds aligns with the Board's goals to expand quality food and nutrition programs for Oakland's youth to improve health outcomes into adulthood. This recommendation will be brought to City Council in late October.

As a part of the FY 2018-2019 Midcycle Budget, the City Council approved an expenditure of \$200,000 of SSBDT funds for a one-time grant to the Sugar Freedom Project to expand their community-based work to outreach to Oakland communities most impacted by sugar-sweetened drinks.

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.

One-Time Grant to The Sugar Freedom Project to Expand and Continue Community-Education and Engagement Work

The Sugar Freedom Project focuses on community-based outreach and education in communities in Oakland most impacted by sugar-sweetened beverages and the related health implications. Currently, the Sugar Freedom Project has focused efforts in East Oakland. The Sugar Freedom Project will use the funds to continue work in East Oakland and expand to other areas including West Oakland, Chinatown/Eastlake, San Antonio/Fruitvale, and North Oakland.

The Sugar Freedom Project will continue to focus on neighborhoods and communities most impacted by sugar-sweetened drinks, and on a strategy to enhance the capacities of existing

organizations, institutions, and projects that serve those communities. The Sugar Freedom Project will recruit and train grassroots community leaders in effective outreach methods, culturally relevant health education, and group facilitation to (a) help reduce the consumption of sugar-sweetened beverages in low-income communities of color, (b) effectively promote alternatives to soda consumption, and (c) collectively work towards structural and systemic solutions to inadequate food access and persistent poverty in their communities. The Sugar Freedom Project will develop a report to inform the SSB Board and the Life Enrichment Committee of its work based on this grant of \$200,000.

FISCAL IMPACT

1. AMOUNT OF RECOMMENDATION/COST OF PROJECT:

The grant amount of \$200,000 to TIGRA for the Sugar Freedom Project will cover costs for staff, a program coordinator and part-time administrative support, training, stipends, supplies, transportation, and other programmatic fees.

2. SOURCE OF FUNDING:

The \$200,000 authorized to Sugar Freedom Project's fiscal sponsor TIGRA Transnational Institute for Grassroots Research and Action is allocated in FY 2018-2019 Adopted Budget in the Measure HH (SSBDT) Fund (1030), Human Services Department's Youth Services Org (78251), Contract Services Account (54911), DP780 Administrative Project (1000017), Childhood & Youth Services Program (YS03).

PUBLIC OUTREACH / INTEREST

The Board met on October 18 and November 13, 2017, and January 8, February 27, March 3, March 12, April 9, May 14, June 11, and July 9, 2018, in public meetings. Over 55 individuals, community members, and representatives of organizations made comments to the Board including representatives and community members working with the Sugar Freedom Project. City Council midcycle budget deliberations were also held as public meetings.

COORDINATION

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

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SUSTAINABLE OPPORTUNITIES

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

Environment: Improved health and wellness of Oakland's youth and adult populations through the reduction of sugar-sweetened beverage consumption and by providing continued community education around healthy eating and living habits.

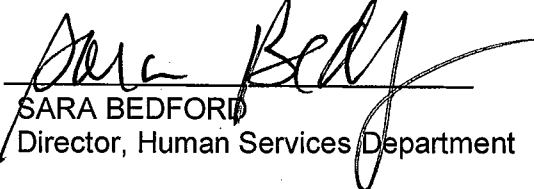
Social Equity: Increased investments in community health, collaborations to support food access and removing barriers to accessing healthy food, which most impact families affected by poverty, will have long-term benefits that address health disparities and social inequity.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Enter Into A Grant Agreement With TIGRA Transnational Institute For Grassroots Research And Action, The Fiscal Sponsor Of The Sugar Freedom Project In An Amount Not To Exceed \$200,000 For The Sugar Freedom Project To Provide Community-Based Outreach To Oakland Communities Most Impacted By Sugar-Sweetened Drinks From October 1, 2018 Through June 30, 2020.

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, Manager
Human Services Department

Prepared by:

Diveena Cooppan, Planner
Human Services Department

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OAKLAND CITY COUNCIL

Approved as to Form and Legality


City Attorney

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A GRANT AGREEMENT WITH TIGRA TRANSNATIONAL INSTITUTE FOR GRASSROOTS RESEARCH AND ACTION AS THE FISCAL SPONSOR OF THE SUGAR FREEDOM PROJECT IN AN AMOUNT NOT TO EXCEED \$200,000 FOR THE SUGAR FREEDOM PROJECT TO PROVIDE COMMUNITY-BASED OUTREACH TO OAKLAND COMMUNITIES MOST IMPACTED BY SUGAR-SWEETENED DRINKS FROM OCTOBER 1, 2018 THROUGH JUNE 30, 2020

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 Sub-fund 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 City of Oakland's Fiscal Year (FY) 2018-2019 Adopted Budget includes \$200,000 in the Measure HH (SSBDT) Fund (1030), Human Services Department's Youth Services Org (78251), Contract Services Account (54911), DP780 Administrative Project (1000017), Childhood & Youth Services Program (YS03) to be allocated to the Sugar Freedom Project; and

WHEREAS, The Sugar Freedom Project will use the funds to continue its community based outreach and education work in East Oakland and expand to other areas including West Oakland, Chinatown/Eastlake, San Antonio/Fruitvale, and North Oakland; and

WHEREAS, The Sugar Freedom Project will continue to focus on neighborhoods and communities most impacted by sugar-sweetened drinks, and on a strategy to enhance the capacities of existing organizations, institutions, and projects that serve those communities; and

WHEREAS, The Sugar Freedom Project will recruit and train grassroots community leaders in effective outreach methods, culturally relevant health education, and group facilitation to (a) help reduce the consumption of sugar-sweetened beverages in low-income communities of color, (b) effectively promote alternatives to soda consumption, and (c) collectively work towards structural and systemic solutions to inadequate food access and persistent poverty in their communities; and

WHEREAS, The Sugar Freedom Project will develop a report from its work to inform the SSB Board and the Life Enrichment Committee; now, therefore, be it

RESOLVED, that the City Council hereby authorizes the City Administrator to enter into a grant agreement with TIGRA Transnational Institute for Grassroots Research and Action as the fiscal sponsor of the Sugar Freedom Project in an amount not to exceed \$200,000 for the Sugar Freedom Project to provide community-based outreach to Oakland communities most impacted by sugar-sweetened drinks; and be it

FURTHER RESOLVED: That the City Council authorizes the City Administrator 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 for the above-referenced grant agreement without returning to Council; and be it

FURTHER RESOLVED: That said grant agreement shall be reviewed as to form and legality by the Office of the City Attorney and copies will be filed in the Office of the City Clerk.

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