

Sugar-Sweetened Beverage Community Advisory Board

Regular Meeting

May 10, 2021 ■ 6:30pm-8:30pm

Zoom Teleconference

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

Pursuant to the Governor's Executive Order N-29020, all members of Sugar-Sweetened Beverage Community Advisory Board as well as City staff will join the meeting via phone/video conference and no teleconference locations are required.

TO OBSERVE:

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

Or iPhone one-tap :

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

Or Telephone:

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

US: +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656 or +1 301 715 8592
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Webinar ID: 842 8828 6924

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TO COMMENT:

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

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

ADDITIONAL INSTRUCTIONS:

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

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

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

Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

· If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.

· If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.

· If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar-Sweetened Beverages Community Advisory Board, please contact the Human Services Department at 510-238-3088. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.

Sugar-Sweetened Beverage Community Advisory Board

AGENDA

1. Welcome and Call to Order
 - Roll Call, Introductions
 - Announcements
 - Agenda Review and Adoption
2. Open Forum
3. Adoption of Prior Meeting Minutes: April 12, 2021 Action
4. Update from the City Administrator's Office on the Measure HH Revenue Status and the FY2021-23 Budget Informational
5. Discussion about May 18th City Council Meeting/Presentation of Funding Proposal Action
6. Final recommendation and vote on the Colectivo SSB Marketing campaign Action
7. Discussion and possible action on the Evaluation process for the SSB work Discussion and possible Action
8. Board Updates Action
 - Committee Meetings
 - Strategic partnerships: Meetings with City Council Members
 - Wellness Committee
9. Administrative Update Informational
10. Agenda Items for the Next Board Meeting Action
11. Adjournment Action

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

April 12, 2021 ■ 6:30pm-8:30pm

AGENDA

1. Welcome and Call to Order

- Roll Call, Introductions
- Announcements
- Agenda Review and Adoption

The meeting was called to order at 6:34pm.

Board Members Present: Pamela Alston, Justin Watkins, Raphael Breines, Julia Liou, Dwayne Aikens, Ali Obad, and Michelle Wong

City Staff present: Joe DeVries, Bradley Johnson

2. Open Forum

There were no Open Forum Speakers

3. Adoption of Prior Meeting Minutes: March 8, 2021

Member Watkins moved to approve and Member Alston seconded the motion, the minutes passed unanimously.

4. Update from the City Administrator's Office on the Measure HH Revenue Status

Public Comment:

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Sugar-Sweetened Beverage Community Advisory Board

Joe DeVries reviewed the monthly revenue statement and noted that the steady decline in revenue now has the City projecting a lower total revenue in the FY21-23 Budget Cycle. The City is now projecting \$8.1 million in year one, and \$7.8 million in year two.

Chairperson Liou asked about the reason for the decline and Joe Devries noted that a decline indicates less consumption which is good. He noted people can speculate that Oaklanders make purchases outside of Oakland to avoid the tax but there is no documentation of this.

5. Update from the City Administrator's Office on Measure Q revenues and expenditures

Bradley Johnson with the Budget Office presented to the Board and started with stating that the federal aid package to Oakland equaled \$192 million, \$56 million of which the City Council just appropriated. Even with the aid, the City is still facing an \$80 million deficit over the next two years.

Bradley provided the ballot language for Measure Q and a break-down of how it is to be expended: 64% for Park Maintenance, 30% for Homelessness, 5% for Storm Water Maintenance, and 1% for Evaluation. He spent time detailing the Parks Maintenance portion of the measure, noting that prior to Measure Q, the ability for the City to maintain park lands and facilities was in jeopardy. The former assessment district funding that was adopted decades ago just doesn't cover modern costs.

He explained that the Measure Q revenue this year was approximately \$24 million and last year focused on equipment but this year will be focused more on hiring staff. He also clarified that the Park Maintenance funds are under the purview of the Public Works Department since that is who handles all park maintenance. The Parks and recreation Advisory Commission will receive reports on expenditures but it's not Parks and Rec money and it is not allocated to park programming.

Member Obad had questions about the homelessness funding, noting he is seeing encampments growing, not declining. He asked about programming and how it works. Bradley explained the measure Q homelessness allocation is a very small part of the total homelessness funding (much of which comes from the federal government).

Chairperson Liou asked about whether Measure Q funds any park programming and Bradley clarified that the money does not go to programs, it goes only to maintenance. Park Programming is not eligible and there are barely enough funds to meet the basic maintenance efforts.

Sugar-Sweetened Beverage Community Advisory Board

Joe DeVries raised some of the issues that came up last month around Central Service Charges and other expenditures within the departments. He noted that the Board's interest is in ensuring this money is used to promote the guiding principles of the measure. There was an ad hoc working group in the past that did a deeper dive into the budget. He asked if it may make sense to bring that back.

Bradley explained how these types of charges (Central Services) works. Member Breines raised a concern about last month's presentation in which it displayed a \$4 million transfer of Measure HH funds. Bradley noted that in fact \$4 million was used in FY2019 as a stop gap to prevent a catastrophic shortfall in 2019. With the passage of Measure Q the City will not need to do that again. He acknowledged it was not the cleanest way to budget that funding and was confusing.

Chairperson Liou asked about bringing back the ad hoc group and Bradley agreed to this once the budget is released in May and then an ongoing dialogue is recommended. Bradley also recommended the Parks and Rec team be part of that ad hoc group, especially to focus on the programming.

There were three public speakers on the item:

Lina Ghanem asked questions about Measure Q noting the ballot measure includes the language "recreation services" and therefore asking why those are not covered in the allocation. Bradley pointed out that the general phrase "recreational services" is less significant than the specific language in the measure that provides funding for maintenance; the specific language in the measure is very specific.

Molly DeVinney asked if the \$4 million was used as a stop gap and Measure Q has made that need end, does that mean \$4 million of current money going to OPRYD can be reprogrammed to community programs. Bradley explained that the \$4 million was for park maintenance in 2019, the SSBT money going to OPRYD now is for programming, not maintenance.

Assata Olugbala asked about whether Measure Q funds could be used for the Lake Merritt efforts that City Council is discussing. She would rather not see that effort funded with Measure Q or other funding. She also asked about all the funding for homelessness noting that the homeless situation has gotten worse.

Bradley differed to Joe DeVries on the Lake Merritt project but did clarify that the Measure Q money is strictly proscribed and cannot be used for some of the Lake Merritt efforts in regard to enforcement or programming.

6. Update from Colectivo on the SSB Marketing campaign

Sugar-Sweetened Beverage Community Advisory Board

Kimberly Wells presented Colectivo's final "Big Reveal" of the marketing approach their research shows to be the most effective. The "Oakland Drinks Water" design is simple and speaks to as large a segment of the population as possible. The graphics are such that anyone can relate and it will be easy to replicate and get into the public psyche.

Member Watkins applauded the work and final product. Chairperson Liou asked that special care be taken to see that any material is accessible in multiple languages especially on the webpage and with any social media efforts. Member Obad asked about imagery of kids drinking water but Kimberly noted that the campaign will reach further without pictures of people since Oakland is so diverse, we don't want images that leave anyone out.

A question was raised about a logo and Kimberly indicated that a logo and other print templates would be provide to the city as pert of the final submission. The group agreed to bring this item back in May for a final vote on the plan.

7. Discussion about the Evaluation process for the SSB work

Chairperson Liou raised the issue of bringing back an ad hoc group to refocus on this issue. Joe DeVries said he would ask if the original funded was still available for the proposed contract but that the scope would need to be updated since it was a year old. Members Liou, Watkins, Wong, and Obad agreed to serve on an ad hoc committee.

8. Board Updates

- **Strategic partnerships: Meetings with City Council Members**

Members provided updates about their efforts to meet with City Council Members. Generally good progress was being made and the Members were receptive to the Board's proposal. Continued meetings will take place in the coming weeks and community partners were encouraged to also share their successes with Council.

- **Wellness Committee**

This group has not convened yet with OPRYD staff.

9. Administrative Update

Nothing new to report.

10. Agenda Items for the Next Board Meeting

Next month's agenda: Revenue and Budget Update, Final Action on Colectivo Marketing Plan, continued discussion on Evaluation, and Committee Updates.

Sugar-Sweetened Beverage Community Advisory Board

11. Adjournment

The meeting adjourned at 8:48

SSBT Net Collection Summary (by month)

Fiscal Year	Month	Revenue	YTD
FY 2020-21	Jul-20	\$757,315.08	\$757,315.08
	Aug-20	\$744,882.02	\$1,502,197.10
	Sep-20	\$684,844.00	\$2,187,041.10
	Oct-20	\$673,847.72	\$2,860,888.82
	Nov-20	\$688,320.72	\$3,549,209.54
	Dec-20	\$701,310.74	\$4,250,520.28
	Jan-21	\$494,505.48	\$4,745,025.76
	Feb-21	\$564,267.41	\$5,309,293.17
	Mar-21	\$242,241.63	\$5,551,534.80
	Apr-21	\$0.00	\$5,551,534.80
	May-21	\$0.00	\$5,551,534.80
	Jun-21	\$0.00	\$5,551,534.80

SSBT Reconciliation

Reporting Month	July-20 Pmts	Aug-20 Pmts	Sep-20 Pmts	Oct-20 Pmts	Nov-20 Pmts	Dec-20 Pmts	Jan-21 Pmts	Feb-21 Pmts	Mar-21 Pmts	Apr-21 Pmts	May-21 Pmts	Jun-21 Pmts	Jul-21 Pmts (accrual)
Jul-2020		228,363.46	\$499,174.33	\$6,945.92	\$24,332.10	\$0.00	\$34.07	\$49.57	(\$1,584.37)	\$0.00			
Aug-2020		0.00	\$323,644.75	\$356,998.53	\$64,141.82	\$114.00	\$45.67	\$36.92	(\$99.67)	\$0.00			
Sep-2020				\$228,903.50	\$456,032.07	\$114.59	\$52.42	\$63.02	(\$321.60)	\$0.00			
Oct-2020					\$631,942.83	\$39,444.54	\$62.72	\$489.83	\$1,907.80	\$0.00			
Nov-2020						\$357,024.32	\$325,723.73	\$3,902.33	\$1,670.34	\$0.00			
Dec-2020								\$652,336.62	\$48,974.12	\$0.00			
Jan-2021								\$9,339.34	\$472,158.15	\$13,007.99			
Feb-2021									\$392,895.65	\$171,371.76			
Mar-2021										\$242,241.63			
Apr-2021													
May-2021													
Jun-2021													
Total	\$0.00	\$228,363.46	\$822,819.08	\$592,847.95	\$1,176,448.82	\$396,697.45	\$325,918.61	\$666,217.63	\$915,600.42	\$426,621.38	\$0.00	\$0.00	\$0.00

Account Title	FY20-21 Budget	FY21 YTD Actuals	Over/(Under) \$	Over/(Under) %
Local Taxes: Sugar Sweetened Bev Tax	\$9,200,000.00	\$5,551,534.80	(\$3,648,465.20)	-65.72%
	\$9,200,000.00	\$5,551,534.80	-\$3,648,465.20	-65.72%



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Joe DeVries
Director, Interdepartmental
Operations

SUBJECT: Sugar Sweetened Beverage
Community Advisory Board Funding
Recommendations

DATE: May 5, 2021

City Administrator Approval

Date:

RECOMMENDATION

Staff Recommends That City Council Receive An Informational Report On The Recommendations Of The Sugar Sweetened Beverage Community Advisory Board For The Allocation Of Measure HH, Fund 1030 Revenue For The 2021-23 Fiscal Years.

EXECUTIVE SUMMARY

The City Council adopted Resolution No. 87062 C.M.S. in February 2018, establishing a separate fund within the City's General-Purpose Fund into which all Measure HH revenue would be placed (Fund 1030). The resolution requires that the City Council receive and consider the recommendations of the Sugar Sweetened Beverage Community Advisory Board (Board) prior to allocation. These funds are proposed to be allocated as part of the City's FY2021-23 Budget, therefore the recommendations from the Board should be considered prior to adoption.

At its March 2021 meeting the Board voted unanimously to recommend the following funding allocation:

FY 2021-2023 SSB Board Funding Recommendations	% of SSB Fund Revenues
City of Oakland Human Services Department and Services (HSD)	10%
City of Oakland Parks, Recreation and Youth Development Department (OPRYD)	10%
Oakland Unified School District (OUSD)	12%
Community Investments through direct assistance and community-based grants	60%
Project Delivery – Administration, Evaluation, Communications	12%

City Council
May 18, 2021

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 (SSB) effective July 1, 2017. The Ordinance also established the SSB Board to advise and make recommendations to the City Council on the expenditure of these tax revenues.

The Board has a Vision and set of Guiding Principles that it uses to guide its recommendations:

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: *We are committed to achieving the highest level of health and well-being for Oakland children and families, particularly those who are most affected by the impacts of sugar sweetened beverages including but not limited to the following:*

- 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

The table below shows the Board’s recommendation for past fiscal years and demonstrates the Board’s interest in supporting a combination of City, Oakland Unified School District (OUSD), and Community programs that address their guiding principles:

FY 2018-2019 SSB Board Funding Recommendations	% of SSB Fund Revenues
City of Oakland Departments and Services	20%
Oakland Unified School District (OUSD)	20%
Grant Program Includes funding remaining eligible grant proposals from the Year 1 Community Grants RFP for the Reducing Consumption of Sugar Sweetened Beverages	40%
Special Initiatives	10%
Project Delivery - Evaluation	10%

FY 2019-2020 & FY 2020-2021 SSB Board Funding Recommendations	% of SSB Fund Revenues
City of Oakland Departments and Services	20%
Oakland Unified School District (OUSD)	20%
Grant Program	40%
Special Initiatives	10%
Project Delivery - Evaluation	10%

In the FY 2019-2021 adopted budget, the City Council approved allocation of the SSB Funds (Fund 1030) with a significantly larger allocation to City Departments and approximately 5.45% in year one and 9.42% in year two to community programs as displayed in the table below:

City Council Approved Allocation Adopted FY 2019-2021	% of SSB Fund Revenues	
	FY 2019-2020	FY 2020-2021
City Administrator (SSB Board Staffing)	0.84%	1.51%
Finance (Administrative Fees & Staffing)	1.92%	3.35%
Race and Equity (includes SSB R&E evaluation)	0.55%	0.94%
Oakland Parks, Recreation and Youth Development (OPRYD)	48.66%	48.51%
Human Services (*includes community grants (8%) & OUSD grants (12%))	30.09%*	32.52%*
Economic & Workforce Development	2.18%	3.77%
Non-Departmental: Identified for the SSB Board to allocate	5.45%	9.42%
Capital Improvement Projects (OPRYD projects)	10.31%	N/A
Total Allocations	100%	100%

The Board has maintained its position that more of the SSB Funding should go to support community programming and less to fund departmental budgets. Recognizing the importance of Oakland Parks, Recreation, and Youth Development (OPRYD) and Human Services Department (HSD) programming to the health of vulnerable communities in Oakland, the SSB Board recommends an allocation that continues support to these department's programming but at a reduced ratio from the Council FY2019-21 allocation. Board members have also expressed their support for OPRYD programs and have recommended that those programs be funded by more traditional sources since the intent of the SSB Tax is to reduce consumption which in turn reduces revenue. The fund has seen a steady decline in revenue since its creation and that trend supports the Board's assertion that funding ongoing structural City needs with this funding will be a challenge. The Board also strongly supports funds allocated for the evaluation of the entire program.

ANALYSIS AND POLICY ALTERNATIVES

The Board is recommending an increase in the allocation to community investments through direct assistance and community-based grants to 60% of the total fund. The Board envisions doing this through an expansion of the Community Grants Program that was developed in keeping with the Board's vision, guiding principles and recommended funding areas.

The Community Grants Program 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

Due to the economic downturn and the shelter in place orders last year, the most critical funding area that the Board identified to soften the impact of the pandemic is 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.

The pandemic caused many grantee organizations to quickly pivot their work last year. The issue of food insecurity became front and center, especially for residents in impacted communities that did not have access to federal aid programs. It also caused those organizations to band together in their approach to serving the community and they have represented a unified voice at Board meetings. Those organizations submitted a detailed recommendation that the Board unanimously adopted and is detailed in **Attachment A**.

The focus continues to be on food access, including support for OUSD's Central Kitchen project as a vehicle to ensure food security for the most vulnerable children in Oakland. The direct assistance portion of the recommendation is to expand on the previously funded efforts to provide debit cards to needy families to purchase fresh produce and other healthy foods at neighborhood retail establishments. Prior grants have supported those efforts including a \$500,000 Cares Act grant to the Saba Grocers Association and a \$500,000 allocation of remaining SSB Funds to Saba and to Mandela Partners. Prior grants to the Sugar Freedom Project helped organize and identify leaders in impacted communities and they have created a network of families that are both gaining access to healthy food and education about healthy food choices that will reduce the consumption of sugar-sweetened beverages.

FISCAL IMPACT

This is an Informational Report and has no fiscal impact, however, the recommendations, if adopted, will have an impact on the City's FY21-23 budget.

PUBLIC OUTREACH / INTEREST

At publicly noticed Board meetings the Board discussed these recommendations. At the March 2021 meeting the recommendation was approved unanimously after hearing public comment from over a dozen speakers.

COORDINATION

This report was prepared in consultation with the SSB Community Advisory Board and has been reviewed by the Budget Bureau and City Administrator.

SUSTAINABLE OPPORTUNITIES

Economic: SSB funding will provide employment opportunities through projects in Oakland. The community grant-receiving 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 low-income Oakland residents.

Environmental: Investments in projects and programming that promotes healthy eating contribute to the overall wellbeing of Oakland's neighborhoods.

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 Receive An Informational Report On The Recommendations Of The Sugar Sweetened Beverage Community Advisory Board For The Allocation Of Measure HH, Fund 1030 Revenue For The 2021-23 Fiscal Years.

For questions regarding this report, please contact Joe DeVries, Director, Interdepartmental Operations at 238-3083.

Respectfully submitted,



JOE DEVRIES
Director, Interdepartmental Operations

Attachments (1):

A: Community Proposal on SSB Funding Allocation

Dear Mayor Libby Schaaf and City Council Members Nikki Fortunato Bas, Dan Kalb, Carroll Fife, Sheng Thao, Noel Gallo, Loren Taylor, Treva Reid, and Rebecca Kaplan,

The undersigned are asking you to: 1) support the recommendations of the Sugar Sweetened Beverage Board (SSBT) for FY 2021-2023 revenue allocations; 2) support the detailed breakdown as outlined below.

These recommendations were based on on-going conversations with over 500+ residents from communities most impacted by sugar sweetened beverage consumption - engaged residents are particularly impacted by diabetes, obesity, and food insecurity. The recommendations below reflect lessons learned by Oakland's community-based organizations (CBO's). Many CBO's support residents most impacted by uplifting their visions for a healthy neighborhood, and leveraging existing infrastructure (i.e corner stores) to improve access in Oakland's food system. Finally, these recommendations reflect the intention, and expectation, of Oakland voters when they passed Measure HH by focusing on reducing health disparities across Oakland.

While we believe strongly the entire tax revenue should be invested directly in communities most impacted by SSB-related health disparities, we recognize the City of Oakland is facing an unprecedented budget deficit. However, this tax revenue will undoubtedly decrease over time and we urge the city not to depend on an excise tax designed to discourage the purchase of SSB to cover the general budget deficit. It is in the City's best interest to invest the tax revenue in changing unhealthy conditions that produce the symptoms the tax was designed to alleviate. Investing in community transformations through trust-based relationships between organizations, businesses, and residents to create healthy neighborhoods will lower health care costs, and strengthen the local economy.

Detailed breakdown of SSB tax board recommendation for FY 2021-2023:

#	Allocations	Per Year	%	Description
1	Community Investments	\$3,100,000	36%	Direct assistance to families impacted by adverse health outcomes through a restricted-access card <i>See commentary below</i>
		\$2,000,000	24%	Community-based grants. <i>See commentary below</i>
2	Oakland Unified School District	\$1,000,000	12%	Support Oakland Central Kitchen, Education Center and Instructional Farm. <i>See commentary below</i>
3	City of Oakland	\$850,000	10%	Human Services Department. <i>See commentary below</i>
		\$850,000	10%	OPRYD programming and services. <i>See commentary below</i>
		\$500,000	6%	SSBT administrative staffing. <i>See commentary below</i>
4	Tax Oversight	\$100,000	1%	Evaluation contract. <i>See commentary below</i>
		\$100,000	1%	Community Advisory Board communications

Budget Narrative:

- Allocation # 1 (Community Investments):
 - Oakland can draw inspiration from cities like Seattle and San Francisco and invest \$3.1 million of SSB Tax revenue as direct assistance to families most in need. We recommend expanding on the pilot built in Oakland this fall with CARES Act funding that created a restricted network of gift cards valid at locally owned grocery stores. By increasing the purchasing power of low-income residents for healthy foods and supporting small businesses to shift to health-based products we stimulate the local healthy food market. While this recommended allocation may appear a striking addition from past recommendations, it is what the most impacted residents are asking for based on their lived experiences navigating a food apartheid.

- \$2 million in community grants helps support organizations creating the conditions on the ground for families and businesses to thrive through education, programs, and infrastructure. This grants program should continue with the RFP model. To date, community-based grants have supported both wide-reaching and deeply rooted programs focusing on prevention through education and promotion. Example programs are: healthy neighborhoods and places; health care prevention and mitigation; policy and advocacy; and healthy retail business support. Since the pandemic began, these programs have shifted their focus to respond to urgent community needs and reach 27,000+ residents in services, and subsidizing over \$150,000 of healthy food which equates to ~260,000 pounds of food distributed.
- Allocation # 2 (OUSD): \$1 million allocation to OUSD to support the new Oakland Central Kitchen, Education Center and Instructional Farm. Schools are some of the only remaining neighborhood institutions in Oakland's low-income communities of color. With over 35,000 students, the school district's reach for early intervention is unmatched and the Central Kitchen will support District-wide student-based programming to improve school meals, and provide education focusing on cooking, nutrition, growing food, and water promotion.
- Allocation #3 (City of Oakland): Human Services Department & OPYRD programs that serve families most impacted by sugar sweetened beverage consumption.
- Allocation # 4 (Tax Oversight): A robust independent evaluation is necessary to determine the impact of the SSB Tax. Understanding the impact of community grants and city departments' programming on diabetes and obesity rates will help inform future investments.

We hope you will consider supporting the recommendations of the SSB CAB for the revenue allocations, and support the detailed breakdown as highlighted in this document. Addressing health disparities requires more than a tax focused on individual behavior change, these inequities are the result of racist policies and resource allocations that create conditions in which access to healthy food is exclusive. Due to the declining revenue of the tax, we discourage the city from using Soda Tax revenues to supplant funding for city departments. These unprecedented times of health and economic pain for families calls for bold investment in reshaping the dire food desert conditions communities live in. Allocating \$3.1 million as direct assistance to families most impacted by obesity, diabetes, and COVID-19 will help right historical wrongs. By distributing revenue generated from this regressive tax back to the low-income families it burdens most to spend on health and wellness, Oakland would turn a regressive tax into a progressive solution.

Sincerely,

Gavin Raders, Planting Justice Co-Director
 Lina Ghanem, Saba Grocers Initiative Executive Director
 Ciara Segura, Mandela Partners Co-Director
 Michelle Oppen, Oakland Unified School District, Interim Program Director, The Center
 Danielle Hamilton, Fresh Approach
 Francis Calpotura, In-A(d)vance Executive Director
 Molly Devinney, Sugar Freedom Project Project Coordinator
 Charlie Deterline, SOS Meals on Wheels Executive Director
 Nakia Woods, HOPE Collaborative Director
 Gabriela Galicia, Street Level Health Project Executive Director
 Andrew Park, Trybe Executive Director
 Candice Elder, Executive Director, East Oakland Collective
 Carolyn Johnson, Chief Executive Officer, Black Cultural Zone Community Development Corporation
 Lara Calvert, Executive Director, Spectrum Community Services
 Noha Aboelata, MD, CEO/Founder, Roots Community Health Center
 Tiffani Patton, Oakland Food Policy Council
 Mona Afary, Executive Director, Center for Empowering Refugees and Immigrants (CERI)
 Dr. Cesar A. Cruz, Homies Empowerment
 Ali Wohlgemuth, Program Director, Bay Area Community Resources
 Andrew Williams, Executive Director, East Bay United Soccer Club