

# Sugar-Sweetened Beverage Community Advisory Board

## Regular Meeting

July 12, 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  
or +1 312 626 6799

Webinar ID: 842 8828 6924

International numbers available: <https://us02web.zoom.us/j/84288286924>

#### 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: June 14, 2021 Action
4. Update from the City Administrator's Office on the Measure HH Revenue Status Informational
5. Presentation by Oakland Parks, Recreation, and Youth Development about current Measure HH expenditures by the department and their alignment with the guiding principles of the measure Informational
6. Discussion and Action on the process for allocating the 2021-23 Fiscal Year allocation Action
7. Board Updates Discussion and possible Action
  - Committee Meetings
  - Strategic partnerships
  - Wellness CommitteeInformational
8. Administrative Update
9. Agenda Items for the Next Board Meeting Informational
10. Adjournment Action

# Sugar-Sweetened Beverage Community Advisory Board

## MINUTES TO BE APPROVED

### Regular Meeting

June 14, 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 6:35 pm.

Members Present: Liou, Obad, Hammock, Breines, Wong, Alston.

### 2. Open Forum

There were no open forum speakers

### 3. Adoption of Prior Meeting Minutes: May 10, 2021

The May minutes were approved unanimously.

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

Joe DeVries provided the revenue update which showed consistent lower revenues with a year-end projection of \$8.1 to \$8.5 million depending on the final collections.

### 5. Update on the FY2021-23 Budget including discussions with City Council Members

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# Sugar-Sweetened Beverage Community Advisory Board

Joe DeVries reported that Council President Bas presented her budget team's proposed budget amendments to the mayor's Budget and it left intact the \$1 million in year one and \$2 million in year two for allocations to community partners. It also added \$500,000 per year for gift card distribution specifically, bringing the total allocation to \$1.5 million in year one and \$2.5 million in year 2. This increased the total for community programs but not to the level recommended by the board.

Members discussed their continued efforts to reach out to Council members and a motion was made to have the chair submit a memo to the Council in the next two days to remind them of the Board's position and acknowledge the additional support.

There was one public speaker on the item: Dan Ashbrook with SOS meals on Wheels discussed how beneficial the SSB dollars are to his program which just surpassed the mark of serving 500,000 meals in Alameda County this year with 300,000 of those meals delivered in Oakland.

## **6. Final Presentation by Colectivo of the SSB Marketing campaign and next steps to launch the campaign**

Kimberly Wells presented the final campaign material to the group which was very well received. It included billboard production, posters, social media posts, and messaging in multiple languages.

Member Obad stated he could help get material out to corner stores, in particular the small signs that could be displayed outside each store. He noted that every store that is participating in the program should display them. The group readily agreed. Member Breines noted that there still needs to be a small logo that could be put on items that are supported by the Measure such as Hydration Stations and exercise equipment. He also pointed out that there still is a lot of work to do online, when one Googles Measure HH, very little pops up.

## **7. Board Updates**

Members Watkins and Aikens were not in attendance so there was no report from strategic partnerships or Wellness. The group agreed to set a meeting with the Communications committee and Colectivo on phase two of the marketing effort.

## **8. Administrative Update**

Joe DeVries noted the process to fill the staffing vacancy is underway.

## **9. Agenda Items for the Next Board Meeting**

# Sugar-Sweetened Beverage Community Advisory Board

The Revenue Update

A report from OPRYD

A discussion and recommendation regarding the next funding allocation

## **10. Adjournment**

The meeting adjourned at 8:15

SSBT Net Collection Summary (by month)

Fiscal Year	Month	Revenue	YTD
FY 2020-21	Jul-20	\$757,315.08	\$757,315.08
	Aug-20	\$744,886.22	\$1,502,201.30
	Sep-20	\$684,844.00	\$2,187,045.30
	Oct-20	\$673,847.72	\$2,860,893.02
	Nov-20	\$688,320.72	\$3,549,213.74
	Dec-20	\$701,436.74	\$4,250,650.48
	Jan-21	\$496,249.82	\$4,746,900.30
	Feb-21	\$565,964.40	\$5,312,864.70
	Mar-21	\$677,288.21	\$5,990,152.91
	Apr-21	\$658,115.23	\$6,648,268.14
	May-21	\$333,635.96	\$6,981,904.10
	Jun-21	\$0.00	\$6,981,904.10

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	\$0.00	\$0.00	\$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	\$4.20	\$0.00	\$0.00
Sep-2020				\$228,903.50	\$456,032.07	\$114.59	\$52.42	\$63.02	(\$321.60)	\$0.00	\$0.00	\$0.00	\$0.00
Oct-2020					\$631,942.83	\$39,444.54	\$62.72	\$489.83	\$1,907.80	\$0.00	\$0.00	\$0.00	\$0.00
Nov-2020						\$357,024.32	\$325,723.73	\$3,902.33	\$1,670.34	\$0.00	\$0.00	\$0.00	\$0.00
Dec-2020								\$652,336.62	\$48,974.12	\$0.00	\$0.00	\$126.00	\$0.00
Jan-2021								\$9,339.34	\$472,158.15	\$13,007.99	\$1,613.24	\$131.10	\$0.00
Feb-2021									\$392,895.65	\$171,371.76	\$1,571.77	\$125.22	\$0.00
Mar-2021										\$242,241.63	\$434,791.64	\$254.94	\$0.00
Apr-2021											\$556,235.43	\$101,879.80	\$0.00
May-2021												\$333,635.96	\$0.00
Jun-2021													\$0.00
	\$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	\$994,216.28	\$436,153.02	\$0.00

Account Title	FY20-21 Budget	FY21 YTD Actuals	Over/(Under) \$	Over/(Under) %
Local Taxes: Sugar Sweetened Bev Tax	\$9,200,000.00	\$6,981,904.10	(\$2,218,095.90)	-31.77%
	<b>\$9,200,000.00</b>	<b>\$6,981,904.10</b>	<b>-\$2,218,095.90</b>	<b>-31.77%</b>

Detail Balances (OAKLAND OPERATIONS) - 1.1030.08721.41522.1003817.IP59

Period	Currency	PTD	PTD Converted	YTD	YTD Converted
P02-21	USD	(228,363.46)		(228,363.46)	
P03-21	USD	(822,819.08)		(1,051,182.54)	

## **Sugar Sweetened Beverage Community Advisory Board Funding Allocation Ad Hoc Committee Recommendations:**

*Overview:* The City Council's adopted budget for FY21-23 has been adopted and set aside a portion of the funding to be recommended for allocation to community efforts by the SSB Board as follows:

- \$1 million in year one and \$2 million in year two for community programs for a total of \$3 million over two years.
- \$500,000 each year toward gift card programs for low-income families to purchase fresh produce

The Ad hoc committee met with HSD and CAO staff to discuss the best way to move forward and came up with options for the Board to consider.

### ***\$3 Million for community groups over two years:***

Prior funding was allocated to two sets of organizations for one year of funding. One set of groups was recommended by the SSB Board and a second set received funding at the direction of the City Council. The first set was recommended to receive an additional year of funding at a reduced amount (75%) by this Board and authorized by City Council in July 2020. Due to budget constraints, and other obstacles, that funding was delayed but is underway right now. Because those groups were provided a second year of funding during their first year of operation and amid a pandemic, there has not been a thorough evaluation of the work of these grantees but an evaluation process is being launched presently.

Short of a full evaluation, the ad hoc committee asked that staff bring a preliminary report to the Board in September that details the grantees work and how well they met their deliverables to inform future decision-making.

The Ad hoc committee is proposing two options for the Board to consider:

#### **Option 1: Allow the current contracts to run their course and sunset. During that time, staff can develop an RFP for a two-year funding cycle for a new round of grants.**

The advantages are that this allows time for evaluation of the current programs and development of a new RFP that may have different priorities based on the current conditions. Another advantage is that it interrupts the current cycle in which additional funds are being provided to organizations without a full evaluation of their programs. An advantage to grantees is they will know that they have two years of funding to perform their work which makes it easier to hire staff, implement programs, etc.

The disadvantage is that allocating the funds will take longer as a good RFP process will take 9 months to implement. The other disadvantage is that any grantee who is relying on new funding to keep going will need to seek that funding elsewhere. Last, there is often criticism when local government has money that it is not expending when the community needs are high.

#### **Option 2: Extend the currently contracted grantees for another one-year term while developing a one-year RFP for the following year.**

The advantage is these organizations will be able to continue their work uninterrupted and funding will be distributed more quickly during a time of high need.

The disadvantage is the funding will again be allocated without a thorough evaluation and the difficult cycle of extending grants for one-year, in which funding is running out at the same time the Board is considering extensions, will be perpetuated.

**In either option**, the staff recommendation is that the City hire a consultant to develop the RFP using salary savings and professional services funding to ensure the RFP development is performed in a timely manner. This prevents the RFP from being delayed by the City's process for replacing the SSB Board's staff member.

*The ad hoc committee is seeking the Board's motion to provide a recommendation to staff of whether option 1 or 2 along with support (or not) of bringing on a consultant to develop the RFQ.*

***\$500,000 gift card program:***

There are two vendors already engaged in a gift card distribution program and a third that partners in the distribution/education process. It would be efficient and convenient to extend or negotiate contracts with these two organizations.

However, there is need for an evaluation of the two programs to: a) ensure the cards are being distributed equitably to those in the greatest need, and b) evaluate the total number of cards being distributed versus other program costs. For example, the programs also provide access for corner stores to wholesale priced produce, refrigeration equipment to house the produce, and other leadership development activity that furthers the mission of the Board. The City Council direction did not suggest those other program items could be funded so this evaluation of each program is needed.

The Board could make a motion recommending that staff explore an extension of these contracts after an evaluation of their current performance.