

Sugar Sweetened Beverage Community
Advisory Board
Regular Meeting Notice

Oakland City Hall
1 Frank H. Ogawa Plaza
Oakland, CA 94612
Hearing Room 2, 1st floor
March 12, 2018 • 6:30pm-8:30pm

FINAL AGENDA

1. **Welcome and Call to Order (2 minutes)**
 - *Modifications to the Agenda*
2. **Open Forum (10 minutes)**
3. **Vision, Purpose and Guiding Principles Statement (15 minutes)** *Action*
4. **Recommendations on Use of Sugar Sweetened Beverage Funds (60 minutes)** *Action*
5. **Theory of Change (5 minutes)** *Discussion*
6. **Selection of Agenda Items for Next Meeting of April 9, 2018 (5 minutes)** *Discussion*
7. **Adjournment**

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 Beverage Community Advisory Board, please contact Sachelle Heavens 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.

PURPOSE

To advise and make recommendations on how and to what extent the City Council should establish and/or fund programs to prevent or reduce the health consequences of the consumption of sugar sweetened beverages in Oakland communities by ensuring an equitable, rigorous and transparent process.

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

1. 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 SSBs, 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.
2. We will strive for systemic change, strategic coordination, and community based collaboration among key stakeholders.
3. We will ensure that the community voice is included, integrated and upheld.
4. We will strive to increase our community's ability to create change and our community members' self-capacity to live a healthy life.
5. We are committed to ensuring a culturally appropriate and ethnic lens to the funding work.
6. We are committed to equity, fairness, transparency, and high impact.



To: Sugar Sweetened Beverage Community Advisory Board
From: City Staff
Date: March 9, 2018
Re: Considerations for the Recommendation from the Sugar Sweetened Beverage Community Advisory Board

The Sugar Sweetened Beverage Community Advisory Board has been meeting since October 18, 2017 to meet its charge under the Sugar Sweetened Beverage Tax legislation. This memo recaps the Board discussion, input and additional information requested at the meeting of March 3, 2018.

Through their discussion on March 3, Members of the Board have voiced general agreement on the following –

- City SSB \$ should fund communities most impacted by the sugar sweetened beverages
- City SSB \$ should invest in neighborhoods and communities
- Dollars should stay in Oakland – spend locally, hire within Oakland, support enterprise ownership
- Incorporate Equity Framework and Analysis
- Quick wins should meet key criteria such as 1) meet an urgent and immediate need, 2) be far reaching and demonstrably widespread impact 3) Support long term and sustainable, equity based change to reach SSB goals

The Board is considering for adoption a statement of its “Vision, Purpose and Guiding Principles”.

Discussion of the Oakland SSB Advisory Board Draft Funding Buckets

The Ad-Hoc Research/Data held several meetings in January and February to examine the landscape of current efforts and consider quick wins for Board deliberation. The committee submitted a “Draft Funding Buckets” for Board discussion on February 27 and March 3. The Board has received input and testimony from several community members at these meetings. Based on the March 3 discussion the following is suggested:

General RFP for Community Based Organizations is High Priority. Such an RFP would cover funding areas and criteria to be further developed. The RFP would solicit community generated proposals and encourage community design and innovation. After Council approval of the Board’s recommendations the HSD will develop the RFP with input from a Board subcommittee.

Further Discussion of the Medical/Dental Prevention and Mitigation Models. In development of the RFP, issues of funding for treatment vs prevention will need to be considered and its alignment with SSB purpose, as well as the health system gaps and issue of supplanting funds. The Board may consider a separate RFP or percentage allocation for the specific category as described in the general RFP.

Communications Strategy is a High Priority. Multiple components have been stated including a social marketing campaign and overarching branding which may involve regional/county collaboration, campaign for business education and engagement, and culturally relevant messaging with community engagement.

Recap of FY2017-2018 SSB Revenue and Funds Available:

The projected general fund purpose budget allocation for SSB revenue for FY2017-18 was increased by \$4.73 million. The amount available for the SSB Board to consider in its deliberation for recommendations is approximately \$9.0 - \$9.3 million.

Table 1:

SSB Revenue and Allocation from FY2017-2018	
Budget SSB Revenues	\$5,900,000
Revenue collection (revised)	\$300,000
HSD admin	\$278,758
Youth Workforce	\$400,000
Remaining Available for this allocation	\$4,921,000
Additional Projected Revenue	\$4,730,000*
Total	\$9.26

*Increased revenue resulting in expenditures for the SSB program may result in additional fiscal and contract administration demands for the Human Services Department.

Funding Considerations and Discussion of Quick Wins in Recommendation

In the discussion of quick wins for FY17/18 revenue, the Chair put forth five criteria for considering possible funding. Where possible, **projects should 1) be urgent and immediate, 2) have demonstrably far reaching capacity, 3) target high risk communities, 4) be equitable, and 5) project ready.** Sole source funding is practical and justifiable to the City Council

particularly for systems, such as the City itself or Oakland Unified School District, should these criteria apply. Sole source funding (without RFP process) must be justified to Council and is more often used for professional services based on specific expertise, services, experience rather than grant funding. A Request for Qualifications (RFQ) process to develop a list of qualified entities for specific purposes will also be an option for professional and technical services.

Recap of Quick Win Funding Considerations (from the \$4.9M) -

- *Hydration Stations* (Water promotion); Agreement to fund Hydration Stations based on Wilma Chan Letter totaling \$330,000; Additional information has been provided requesting \$750,000 and identifying ongoing costs of \$31,000 annually for water filters. (The current and preliminary estimate for Head Start water stations and city facilities, such as parks and libraries is \$140,000. An assessment process for broader community needs for hydration stations is to be considered.
- Collaboration with Alameda County Public Health on this summer's Rethink Your Drink campaign.
- Set aside \$500,000 to \$1.0 million for Communication Strategy. Consider using an RFQ process to establish partners in developing strategy and community planning and marketing expertise
 - RFQ --Community Led Planning around Culturally Resonant Messaging and Investment
 - RFQ- Marketing and Broad Collaboration, Promotional
 - Planning \$ for Community Led Action
- Support City plans to address infrastructure of City Child Nutrition Programs through Head Start, OPR Summer Food, OPL – Add staff infrastructure to establish local procurement and sustainable food practices; and to ensure health and nutrition and learning for early childhood and children in community sites, incorporate year round meals programs that can draw down federal reimbursement grant funding which is currently a missed opportunity for leveraging SSB dollars. Infrastructure needed to address procurement for local sources, enhance quality of meals, integrate and coordinate across summer food service (65 community sites), year-round and nutrition programming for OPL and OPR (20 sites) is estimated at \$370,000. Funding enables City to get reimbursement for school year nutrition needs of OPR and OPL and add cooking, nutrition, and education promotional needs. One time cost for vending meals to OPR/OPL for FY18/19 can be funded for \$540,000. The City will have ongoing costs, but as a match to the state reimbursement grants, will address local sourcing and food systems, meal quality and programming for children around healthy food.

Additional Considerations

- OUSD presented a PowerPoint on Food and Nutrition at OUSD Program addressing Wellness and Food Corp programming and support for gaps in their initiative, including meal supplement, operational programming for the main Center still undergoing construction, for an ongoing cost of \$1.825 million.

- Additional requests sent to the attention of the Board may be discussed at the meeting. ACPHD submitted a letter of request \$220,000 request from County covering expenses for community champions and campaign materials for the Rethink Your Drink Campaign. Several additional requests were received including a letter from Planting for Justice with a request for over \$1.0 million.

Recommendation:

1. Determine the items to be recommended for funding from FY17/18 as quick wins, and prepared in the recommendation to the Council to set aside funds.

2. Recommend funds set aside for General Community Based RFP from FY17/18. An amount between \$3 and \$6 million should be considered for this initial RFP process. HSD must have time to develop the RFP which will provide description of the funded areas and funding priorities and criteria. The City will need to ramp up to manage these grants.

3. Set aside funds for HSD to use an RFQ process for communications strategy and technical assistance for immediate marketing campaign and planning needs.

4. Ongoing costs such as recommended by OUSD can be considered for funding through anticipated revenues generated in FY 2018-2019. Additional round of proposals through a second RFP will be also be funded from revenues generated in FY2018-2019. Unspent revenues from SSB FY

Quick Wins / One Time Funding Table - Estimated Total: \$1,350,000 - \$1,850,000

Organization	What is funded	Cost	Information
OUSD: 1 per school	Hydration stations	\$340,000 (Sup. Chan match \$100,000)	110 hydration stations – 1 per school (\$4,000 per station = \$440,000 - \$100,000 from Sup Chan)
OUSD: 1-2 per school	Hydration stations	\$656,000 (Sup. Chan match \$100,000)	189 hydration stations – 1-2 per school (\$4,000 per station = \$756,000 - \$100,000 from Sup Chan)
Head Start	Hydration stations	\$60,000	15 sites X \$4,000
Oak Park & Rec	Hydration stations	\$80,000	20 sites X \$4,000
Human Services Department and Head Start	Infrastructure to promote health and nutrition, establish local, sustainable food procurement system for Head Start and integrate with summer food service (65 sites) and year-round nutrition programming for OPL and OPR (20 sites)	\$370,000	This one-time funding enables the City to hire staff in order to leverage federal reimbursement funds for school year nutrition needs of OPR and OPL (currently not getting this grant!) and add cooking and nutrition education, local procurement and sustainable programming.
Oakland Parks & Recreation; Oakland Public Libraries	One time funding to improve quality of meals as well as integrate nutrition programming for children and families getting free meal programs	\$540,000	Gap funding: One time cost for FY18/19 with plan to leverage federal grant and streamline processes and coordination of programs in the future
HSD	Communication Strategy	\$500,000- \$1.0 million	Marketing and Planning RFQ

