



Sugar-Sweetened Beverage  
Product Panel of Experts Commission

**Sugar-Sweetened Beverage Product  
Panel of Experts Commission**  
**Thursday, April 18, 2019 – 6:30 pm to 9:00 pm**  
**South Berkeley Senior Center**  
**2939 Ellis Street, Berkeley – Large Conference Room – 2nd Floor**

## **MEETING AGENDA**

### **Preliminary Matters**

1. Roll Call
2. Approval of Draft Minutes from 3/21/2019 - **Attachment 1**

The public may comment about any item ***not*** on the agenda. Public comments are limited to two minutes per speaker. Public comments regarding agenda items will be heard while the Commission is discussing the item.

### **Announcements**

1. The SSBPPE Commission's Council Report outlining final funding recommendations for Berkeley Unified School District and community agencies in FY2020 and FY2021 will be reviewed at the May 14, 2019 City Council Meeting. Council agenda will be posted on the [City Council's webpage](https://www.cityofberkeley.info/citycouncil/). <https://www.cityofberkeley.info/citycouncil/>.

### **Presentations**

2. Measure D Evaluation: Baseline Data – Rebecca Fisher and Dr. Jose Ducos, Epidemiology Team, City of Berkeley Public Health Division. 6:45 – 7:15 pm.
3. Introduction of Results Based Accountability – Laura Schroeder, Impact Berkeley Coordinator, City of Berkeley Public Health Division. 7:15 – 7:45 pm.

### **Action Items**

Public comments regarding agenda items will be heard while the Commission is discussing the item. Public comments are limited to two minutes per speaker.

#### **1. Subcommittee Reports:**

- i. Community Engagement
- ii. Prevention, Strategies and Outcomes (PS&O)
- iii. Sugary Drinks Policy – **Attachment 2**
- iv. Media

2. **Action 1:** Review and approve latest Sub-Committees Roster. (Commissioner Namkung) – **Attachment 3**

3. **Action 2:** For the good of the order (Commissioner Namkung)

*A Vibrant and Healthy Berkeley for All*

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**Discussion Items:**

1. Media and Communications in FY2020 and FY2021 (Commissioner Moore)

**Information Items:**

1. SSBPPE Commission's Council Report to the City Council outlining final funding recommendations for Berkeley Unified School District and community agencies in FY2020 and FY2021 – **Attachment 4**
2. SSB Tax Revenue: Latest Report 2019 – **Attachment 5**
3. Opinions on impact of SSB tax revenues in Berkeley published in Berkeleyside on April 8, 2019 – **Attachment 6a and 6b**
4. FY2019 Work Plan – **Attachment 7**
5. Approved minutes from 3/17/2019 meeting – **Attachment 8**

**CONFLICT OF INTEREST INFORMATION:** City commissioners, pursuant to Government Code section 1090, are responsible for recusing themselves from all commission discussions and actions in which they may have a conflict of interest. If your affiliation, paid or unpaid, with other agencies has changed since the last meeting of this commission, your ability to participate in commission activities may have changed. Individual guidance is available from the City Attorney's Office (CAO). Commissioners are encouraged to consult with the CAO if they have questions, concerns, or would like clarification about matters related to potential conflicts of interest.

**The CAO may be reached at:**

Email: [attorney@cityofberkeley.info](mailto:attorney@cityofberkeley.info)

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2180 Milvia Street 4th Floor, Berkeley, CA 94704 - Office Hours: Mon-Fri, 8am-5pm

The next meeting will be on **May 16, 2019 at the South Berkeley Senior Center from 6:30-9:00 pm**. Please visit the City of Berkeley's Commission webpage <http://www.cityofberkeley.info/commissions> for updates.

**AMERICAN DISABILITIES ACT DISCLAIMER:** This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6418 (V) or 981-6347 (TDD) at least three business days before the meeting date. Please refrain from wearing scented products to this meeting.

**SB 343 DISCLAIMER:**

Any writings or documents provided to a majority of the commission regarding any item on this agenda will be made available for public inspection at the Public Health Division located on 1947 Center Street, Berkeley, CA 94704.

**COMMUNICATION DISCLAIMER:**

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record. If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the commission secretary for further information.



## **Sugar-Sweetened Beverage Product Panel of Experts Commission**

Thursday, March 21, 2019. 6:30 – 9:00 PM  
South Berkeley Senior Center  
2939 Ellis Street, Berkeley – Small Conference Room, 1<sup>st</sup> Floor

### **DRAFT MINUTES**

The meeting convened at 6:43 pm.

#### **ROLL CALL**

**Present:** Commissioners Crawford, Morales, Moore, Ishii, Namkung, Rose, and Scheider (arrived 6:51pm).  
**Absent:** Commissioner Browne  
**Excused:** None  
**Staff present:** Kelly Wallace, Janice Chin and Dechen Tsering

#### **COMMENTS FROM THE PUBLIC**

No Comments.

#### **ACTION ON MINUTES**

**Approval of Minutes - Moved to approve the draft minutes of the meeting on 3/17/2019.**

**M/S/C:** Commissioners Morales/Rose

**Ayes:** Commissioners Crawford, Ishii, Morales, Namkung, and Rose  
**Noes:** None  
**Abstain:** Commissioner Moore  
**Absent from vote:** Commissioners Browne and Scheider  
**Recused:** None  
**Excused:** None

*A Vibrant and Healthy Berkeley for All*

## **ACTION ITEMS**

- 1. Moved to approve that the SSBPPE Commission ask Berkeley City Council to send a letter to the CA State Assembly in support of AB 764, 765, 766 and express concern about AB 138 and approve two SSBPPE Commissioners to approach Councilmembers directly.**

**M/S/C:** Commissioners Schneider/Rose

**Ayes:** Commissioners Crawford, Morales, Moore, Namkung, and Rose  
**Noes:** None  
**Abstain:** Commissioner Ishii  
**Absent from vote:** Commissioner Browne  
**Recused:** Commissioner Moore  
**Excused:** None

- 2. Moved to approve that the SSBPPE Commission ask the Berkeley City Council to send a letter to the CA State Assembly expressing concerns about the lack of cultural appropriateness of AB 347 mandating SSBs contain a health-warning label that are not taking communities such as Latinx immigrant communities' impacted by the warning labels.**

**M/S/C:** Commissioners Schneider/Namkung

**Ayes:** Commissioners Crawford, Morales, Moore, Namkung, and Rose  
**Noes:** None  
**Abstain:** Commissioner Ishii  
**Absent from vote:** Commissioner Browne  
**Recused:** Commissioner Moore  
**Excused:** None

- 3. Moved to extend the meeting till 9:30pm.**

**M/S/C:** Commissioners Rose/Namkung

**Ayes:** Commissioners Crawford, Morales, Namkung, and Rose  
**Noes:** Commissioner Ishii  
**Abstain:** None  
**Absent from vote:** Commissioners Browne  
**Recused:** Commissioner Moore  
**Excused:** None

**4. Moved to extend the meeting by additional 5 minutes (till 9:35pm).**

**M/S/C:** Commissioners Namkung/Rose

**Ayes:** Commissioners Crawford, Morales, Namkung, and Rose  
**Noes:** Commissioner Ishii  
**Abstain:** None  
**Absent from vote:** Commissioners Browne  
**Recused:** Commissioner Moore  
**Excused:** None

**5. Moved to accept the proposed Council Report with final corrections, edits, and changes to be made by the Commission Chair, Dr. Poki Namkung, and to be submitted for the City Council Meeting as early as possible and no later than May 24, 2019.**

**M/S/C:** Commissioners Morales/Rose

**Ayes:** Commissioners Crawford, Ishii, Morales, Namkung, and Rose  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** Commissioner Browne  
**Recused:** Commissioners Moore and Scheider  
**Excused:**

This meeting adjourned at 9:40 pm.

**NEXT MEETING:**

The next meeting will be **Thursday, April 18, 2019** from **6:30–9:00 pm** at the **South Berkeley Senior Center**, 2939 Ellis Street, Berkeley, CA 94703.

Respectfully Submitted, Dechen Tsering, Commission Secretary  
**Minutes will be approved on April 18, 2019.**

**On your letterhead**

**[Date]**

Governor Newsom  
Assemblymember Buffy Wicks  
Senator Nancy Skinner  
State Capitol  
Sacramento, CA 95814

**RE:**

**Support AB 764 – No coupons or promotions for sugary drinks -- SUPPORT**  
**Support AB 765 – Healthy Checkout Aisles – SUPPORT**  
**Support AB 766 – Restrict sale of unsealed sugary drinks over 16 ounces – SUPPORT**  
**Support AB 138 – sugary drink fee – SUPPORT IF 40% of revenues goes to prevention**  
**Support SB 347 – health warning labels on sugary drinks – SUPPORT IF label is pictographic or translated into multiple languages read by CA residents**

Dear Governor Newsom, Assemblymember Wicks and Senator Skinner:

**The Berkeley City Council** supports the efforts of Assembly Bills 764, 765, 766 to reduce consumption of sugary drinks and the associated negative health impacts such as diabetes, dental caries and heart disease.

We also support the concept of a statewide sugary drink tax; however, we only support AB138 IF at least 40% of the revenue is allocated towards prevention, education and strategies to improve the food environment that will reduce sugary drink marketing and availability, especially in low income neighborhoods and communities of color, and thereby reduce consumption and prevent the related diseases.

Finally, we support the concept of a health warning label for sugary drinks but we do not support the English only label that is being proposed. We only support a label that can be understood by all California residents, such as the label used in Chile that is shaped like a stop sign and bi-lingual.

California is facing a public health crisis because of high rates of diabetes, obesity, cardiovascular and oral health diseases. Contributing to this crisis is the consumption of sugary drinks, the single leading source of added sugars in the American diet; daily consumption doubles the risk of tooth decay and increases the risk of obesity by 55 percent and diabetes by 26 percent. Public Health Advocates estimates that California will face 1.9 million new diagnoses of type-2 diabetes within 5 years and new annual health care costs of \$15 billion.

In 2014, 76% of voters of Berkeley CA passed the first sugary drink tax in the country to deal with this crisis. Over the last 4 fiscal years, the Berkeley City Council has invested over \$5 million to school based garden programs, nutrition education for Head Start programs, oral health for low-income patients, and community education to shift the culture of

beverage choice among high school students, African American families, Latinx immigrants and the general population of Berkeley. In the next two fiscal years, we are emphasizing policy, systems and environmental (PSE) approaches that will support healthy beverage choices in Berkeley, including a local healthy checkout ordinance, policy changes in local institutions and increased access to clean drinking water.

**We know that this model works.** Studies show that not only was sugary drink consumption reduced initially by 21% (Madsen, Falbe: American Journal of Public Health, 8/23/16), but the consumption has continued to decline (55% lower than before the tax was enacted) after 3 years of investments in the Healthy Berkeley Program (Lee, Falbe: American Journal of Public Health, 2/21/19). Another study reviewed checkout scanner data in local stores and found that the not only did sales of sugary drinks decline (by almost 10%) but sales of healthier beverages increased, including water and milk, and there was no negative impact on overall beverage sales. Overall grocery bills (consumer spending per checkout) did not go up. (Silver, Ng: PLoS Med 14(11), 4/18/17)

From our experience as the front runners in the California movement, we strongly support the proposed bills (Assembly bills 764, 765 and 766 and Senate bill 347) that would reduce marketing in check out aisles and access to sugary drinks in stores, restaurants and events across the state by limiting the size of drinks, restricting discounting and promotions, and requiring multi-lingual warning labels. We also strongly support the enactment of a sugary drink fee that would allocate at least 40% of revenues to fund prevention, education and system changes to improve health statewide.

We believe that the above sugary drink related bills would create a strong statewide program that would greatly benefit all California children, especially children of color who are disproportionately targeted by the beverage companies.

Sincerely,

Berkeley City Council  
Mayor Arreguin,  
Councilmembers

## **Roster of SSBPPE Subcommittee Appointments**

(Updated March 18, 2019)

### **Prevention Strategies and Outcomes Subcommittee**

**Goals:** Review and revise requests for proposals, increase knowledge of the community, and evaluation.

**Members:** Pat Crawford  
Bobbie Rose  
Holly Scheider  
Xavier Morales

### **Community Engagement Subcommittee**

**Goals:** Promote best practices, understand work of the grantees, and community engagement and outreach activities.

**Members:** Jennifer Browne  
Adena Ishii

### **Media Subcommittee**

**Goals:** Give feedback on media materials that the Public Health Division disseminates to the public, prepare talking points for the media.

**Members:** Joy Moore  
Adena Ishii  
Poki Namkung  
Holly Scheider

### **Sugary Drinks Policy Subcommittee**

**Goals:** Recommend policies for the City Council.

**Members:** Pat Crawford  
Holly Scheider  
Xavier Morales





Sugar-Sweetened Beverage  
Product Panel of Experts  
(SSBPPE) Commission

ACTION CALENDAR  
May 14, 2019

To: Honorable Mayor and Members of the City Council

From: Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE)  
Commission

Submitted by: Poki Namkung, Chairperson, SSBPPE Commission

Subject: Grant Allocation: Approve Funding Recommendation for Programs to Reduce  
Consumption of Sugar-Sweetened Beverages (SSBs)

RECOMMENDATIONS

Approve the SSBPPE Commission's recommendations and adopt twelve (12) Resolutions authorizing the City Manager or her designee to enter into contracts with the Berkeley Unified School District and the Community Based Organizations (CBOs) listed below to distribute a total of \$3,800,000 for FY 2020 and FY 2021 according to the schedule below and to also provide \$950,000 to the City of Berkeley Public Health Division (BPHD) during the same period to support administering and enhancing this program as approved by the Berkeley City Council as follows:

1. \$1,900,000 total grant to **Berkeley Unified School District** to implement the *Gardening and Cooking Program* for FY 2020 and FY 2021 to be disbursed as follows--\$950,000 for FY 2020 and \$950,000 for FY 2021.
2. \$285,000 total grant to the **Ecology Center** to implement *For Thirst, Water First!* program for FY 2020 and FY 2021 to be disbursed as follows--\$142,500 in FY 2020 and \$142,500 in FY 2021.
3. \$590,000 grant to **Healthy Black Families** to implement *Thirsty for Change!* (T4C) program for FY 2020 and FY 2021 to be disbursed as follows--\$295,000 in FY 2020 and \$295,000 in FY 2021.
5. 4. \$30,000 grant to the **Multicultural Institute** to implement the *Life Skills/Day Laborer Program: Health Activity* program for FY 2020 and FY 2021 to be disbursed as follows: \$15,000 in FY 2020 and \$15,000 in FY 2021.  
  
\$140,000 grant to the **YMCA of the East Bay** to implement the *YMCA Diabetes Prevention* (YDPP) program for FY 2020 and FY 2021 to be disbursed as follows: \$70,000 in FY 2020 and \$70,000 in FY 2021.

- \$170,000 grant to the **YMCA of the East Bay** to implement the *YMCA Healthy Me!* program for FY 2020 and FY 2021 to be disbursed as follows: \$85,000 in FY 2020 and \$85,000 in FY 2021.
6. 7. \$270,000 grant to **Lifelong Medical Care** to implement the *Chronic Disease and Oral Health Prevention Project* for FY 2020 and FY 2021 to be disbursed as follows: \$135,000 in FY 2020, and \$135,000 in FY 2021.
8. \$80,000 grant to **Spiral Garden** to implement the *Spiral Gardens Community Food Security Project* for FY 2020 and FY 2021 to be disbursed as follows: \$40,000 in FY 2020, and \$40,000 in FY 2021.
9. \$32,792 grant to **Fresh Approach** to implement the *Veggie Rx Program for Healthy Foods and Beverages* program for FY 2020 and FY 2021 to be disbursed as follows: \$16,396 in FY 2020, and \$16,396 in FY 2021.
10. \$135,880 grant to **Bay Area Community Resources** to implement the *Healthy Options at Point of Sale* program for FY 2020 and FY 2021 to be disbursed as follows: \$67,940 in FY 2020, and \$67,940 in FY 2021.
11. \$69,328 grant to **Community Health Education Institute** to implement the *Artists Against Soda* program for FY 2020 and FY 2021 to be disbursed as follows: \$34,664 in FY 2020, and \$34,664 in FY 2021.
12. \$97,000 grant to **Berkeley Youth Alternatives** to implement the *Urban Agriculture and Team Nutrition Program* for FY 2020 and FY 2021 to be disbursed as follows: \$48,500 in FY 2020 and \$48,500 in FY2021.
13. \$950,000 to the **City of Berkeley Public Health Division (BPHD)** to support the SSBPPE Commission and assist with outside evaluations to be disbursed as follows: \$475,000 in FY 2020 and \$475,000 in FY 2021 with 10% of those funds in both years designated for a media campaign.
14. The Commission recommends that indirect or administrative expenses not exceed 15% of the program budget and that these funds not be used to supplant any other source of funding.
15. The Commission recommends that City Council authorize the City Manager to authorize advances for BUSD and the selected community agencies receiving funds in FY 2020 and FY2021. The advances are to be equivalent to 25% of the agency's allocation.

### SUMMARY

The SSBPPE Commission asks the City Council to approve and authorize distribution of \$4,750,000 for FY 2020 and FY 2021 allocated for community-based agencies under Project Code HHHSSB1901 as follows:

1. \$1,900,000 total grant to **Berkeley Unified School District** to implement the *Gardening and Cooking Program* for FY 2020 and FY 2021 to be disbursed as follows--\$950,000 for FY 2020 and \$950,000 for FY 2021 that will:
  - a. Increase awareness and knowledge about the health impacts of consuming SSBs;
  - b. Improve access to water;
  - c. Increase family engagement;
  - d. Subcontract with 18 Reasons to implement the *Cooking Matters* program: \$100,000 to be disbursed in FY 2020 (\$50,000) and FY 2021 (\$50,000) that will:
    - i. Advocate for all BUSD schools to adopt healthy policies for fundraising, celebrations, and sporting events.
    - ii. Train 5 Early Childhood Education teachers to be Health Promoters in order to facilitate *Cooking Matters* programs in their own communities with at least 400 participants participating in the series and tour programs; and
    - iii. Expand and strengthen outreach to licensed family child care homes in South and West Berkeley.
2. \$285,000 grant to the **Ecology Center** to implement *For Thirst, Water First!* Program to be disbursed in FY 2020 (\$142,500) and FY 2021 (\$142,500) that will:
  - a. Increase capacity of Berkeley High School's Universal 9<sup>th</sup> Grade curriculum to deliver nutrition activities and benefits of drinking water vs SSBs. All freshman students will receive a free water bottle (Kleen Kanteen);
  - b. Increase tap water and healthy food consumption among youth and family members; and
  - c. Develop capacity of 30 Berkeley youth to serve as spokespeople, ambassadors, and advocates of timely policy initiatives that promote the consumption of tap water and healthy foods.
3. \$590,000 grant to **Healthy Black Families** to continue the *Thirsty for Change!* Program to be disbursed in FY 2020 (\$295,000) and FY 2021 (\$295,000) that will:
  - a. Continue to partner with Center for Food, Faith and Justice (CFFJ) who will engage 180 students in monthly activities related to SSBs at B-Tech, lead 12 gardening workshops, support 6 CFFJ Fellows who will reach 720 people with Rethink Your Drink and Health Equity presentations;
  - b. Deliver "Cook Smart" and "Meal Challenge" classes, engaging 480 women and their families in farmers market tours, hands-on cooking demonstrations,

- nutrition education and customized tours of grocery stores and convenience markets;
- c. Train water ambassadors to share information about SSBs and water at events throughout the year;
  - d. Implement Voices for Change, the advocacy arm of T4C, to move beyond community education to community capacity to engage in longer term policy, systems, and/or environmental (PSE) changes; and
  - e. Promote adoption of at least 5 new policies per year to address barriers to SSB reduction at church and community events.
4. \$30,000 grant to the **Multicultural Institute** to implement the *Life Skills/Day Laborer: Health Activity Program* to be disbursed in FY 2020 (\$15,000) and FY 2021 (\$15,000) that will:
- a. Offer cultural and language appropriate information on the serious risks of consuming SSBs to uninsured or underinsured immigrants, day laborers, and other low-income families in West Berkeley.
  - b. Provide information about health conditions related to SSBs;
  - c. Offer prevention resources, and connect families to key services for these conditions when needed; and
  - d. Create a policy to provide healthier food and beverages in their meal/snack offerings.
5. \$270,000 grant to **Lifelong Medical Care** to implement the *Chronic Disease and Oral Health Prevention Project* to be disbursed in FY 2020 (\$135,000) and FY 2021 (\$135,000) that will:
- a. Reach approximately 20,000 low income residents with chronic disease prevention and oral health education;
  - b. Conduct 3,250 hypertension screenings and 250 dental treatments; and
  - c. Expand opportunities to bring the Dental Van to six Heart 2 Heart events annually.
6. \$140,000 grant to the **YMCA of the East Bay** to implement a *Diabetes Prevention Program* to be disbursed in FY 2020 (\$70,000) and FY 2021 (\$70,000) that will:
- a. Utilize a Centers for Disease Control (CDC)-recognized curriculum to prevent type 2 diabetes and prediabetes through coaching in healthy eating, physical activity, and behavior changes for adults (18+) at high risk of developing type 2 diabetes; and
  - b. Promote systems change through partnerships with Head Start and Lifelong Medical Care.

7. \$170,000 grant to the **YMCA of the East Bay** to implement the *Healthy ME Program* to be disbursed in FY 2020 (\$85,000) and FY 2021 (\$85,000) that will:
  - a. Provide the Healthy Me Kids Music and Movement Program to all children in the YMCA, BUSD, Centro Vida, and UC Berkeley Childcare sites focusing on choosing water over SSBs combining with nutrition, fitness, hygiene, and social skills;
  - b. Provide water hydration stations (tap water is acceptable) at the 4 YMCA sites; and
  - c. Organize quarterly family engagement meetings.
8. \$69,328 grant to the **Community Health Education Institute** to implement the *Artists against Soda* program to be disbursed in FY 2020 (\$34,664) and FY 2021 (\$34,664) that will:
  - a. Advocate to the City Council on the need to adopt a city-wide policy on SSBs, meaning no procurement, no selling, no serving;
  - b. Advocate to prohibit supermarkets and grocery stores from displaying SSBs near the checkout counter and establish healthy checkout aisles in the downtown area;
  - c. Offer student created art with information on the health hazards of SSBs to replace advertising for SSBs;
  - d. Award merchants who display youth art, reduce soda space, and/or soda promotional signage with awards at City Council;
  - e. Form a Berkeley City College (BCC) Health Awareness Club to recruit student mentors to educate youth to promote the reduction of SSBs; and
  - f. Hold a downtown Berkeley art show/art awards/art contest with youth entries at BCC.
9. \$135,880 grant to **Bay Area Community Resources** to implement the *Healthy Options at Point of Sale* program to be disbursed in FY 2020 (\$67,940) and FY 2021 (\$67,940) that will:
  - a. Continue with recruitment and training of advocates to form a Berkeley Advocacy Team to increase knowledge of food justice and the role of retail food environment in contributing to diet-related disease and developing research, facilitation, and speaking skills; and
  - b. Continue and strengthen collaboration with Healthy Black Families, Alameda County Public Health Department, Center for Science in the Public Interest (CSPI), Community Health Education Institute, Ecology Center, and other CBOs to gain support for the passage of a city-wide healthy check-out policy.

10. \$80,000 grant to **Spiral Gardens** to implement the *Spiral Gardens Community Food Security Project* to be disbursed in FY 2020 (\$40,000) and FY 2021 (\$40,000) that will:
  - a. Install water hydration station (tap water is acceptable);
  - b. Expand community farm engagement and production and nursery food plant production;
  - c. Improve outdoor classroom with more seating, shelter and improved cooking facilities for cooking demos for increased number of workshops;
  - d. Offer outside teachers stipends for their time; and
  - e. Hire a nursery growth manager to expand nursery healthy food production and income.
11. \$97,000 grant to **Berkeley Youth Alternatives** to implement the *Urban Agriculture and Team Nutrition Program* to be disbursed in FY 2020 (\$48,500) and FY 2021 (\$48,500) that will:
  - a. Recruit, hire, and train 4 garden and nutrition youth educators to promote healthy alternatives to SSBs and conduct interactive workshops to at least 1000 children and youth;
  - b. Engage Youth Educators to re-launch the BYA “no-cost” Community-Supported Agriculture (CSA) Program to provide monthly boxes of fresh fruits and vegetables; and
  - c. Engage in a campaign to convert unused land into a community garden.
12. \$32,792 grant to **Fresh Approach** to implement *VeggieRx Program for Healthy Food and Beverages* to be disbursed in FY 2020 (\$16,396) and FY 2021 (\$16,396) that will:
  - a. Utilizing a train-the-trainer approach with AmeriCorps volunteers to maximize the resources; and
  - b. Develop and institutionalize successful nutrition education classes in group settings by creating a resource kit on SSBs that will standardize education on this topic for future years and will allow evaluation of the outcomes.
13. \$950,000 to the **City of Berkeley Public Health Division** (BPHD) to support the SSBPPE Commission; assist with outside evaluations; coordinate and monitor the grant process; evaluate and enhance the *Healthy Berkeley Program*; and produce an annual report that informs the public and disseminates outcome data; to be disbursed as follows: \$475,000 in FY 2020 and \$475,000 in FY 2021 with 10% of those funds in both years designated for a media campaign. The BPHD shall use the additional funds on policy, system, and/or environmental (PSE) strategies to support and enhance the *Healthy Berkeley Program* and collaborate with the community-based organizations. The BPHD will work in partnership with

the SSBPPE Commission in a transparent and open manner to plan and strategize for the best use of these new funds (Exhibit A).

#### FISCAL IMPACTS OF RECOMMENDATION

There are no additional financial impacts to the City. The Council allocated \$4,750,000 from the General Fund on January 22, 2019 (Resolution No. 68,746-N.S.) for grants to BUSD cooking and gardening program and community agencies in FY 2020 and FY 2021.

#### CURRENT SITUATION AND ITS EFFECTS

On March 17, 2019, the SSBPPE Commission selected 12 programs from community-based organizations and the Berkeley Unified School District (BUSD) for funding recommendation. All proposals were scored using a standard set of questions for each of the nine criteria articulated in the Request for Proposals (RFP). On March 21, 2019, the SSBPPE Commission reviewed its initial recommendations and approved a final list of funding recommendations as listed above. The Commission was determined not to dilute the impact of funding by spreading the funds too thinly across programs.

#### BACKGROUND

In November of 2014, Berkeley voters passed Measure D, requiring both the collection of a 1 cent per ounce tax on the distribution of sugary drinks in the City of Berkeley and the convening of the Sugar Sweetened Beverage Products Panel of Experts (SSBPPE) to recommend investments to both reduce the consumption of sugary drinks as well as to address the health consequences of the consumption of sugary drinks.

On January 22, 2019, the Berkeley City Council unanimously approved Action Items 27A and 27B (Resolution No. 68,746-N.S.). Action Item 27A recommended an allocation of \$4.75 million over two years, FY 2020 and FY 2021, to fund the Healthy Berkeley Program. Action Item 27B was a companion report which accepted the SSBPPE Commission's report in 27A with consideration of attached clarifications. The clarifications included a table with tax revenues from Measure D, however, as Measure D is a General Tax, its revenues cannot be aligned dollar for dollar with the Healthy Berkeley Program and 27B offered no other fiscal recommendation.

The assumption of the SSBPPE Commission is that the Council approval of 27A and 27B meant that the Council approved the full funding amount (\$4.75 million from the General Fund) recommended by the Commission. The Commission recommended that the funds be distributed as follows:

- 1) Up to 40% of the allocated funds (\$1.9 million) to be distributed to BUSD through a grant proposal process guided by the RFP developed by the SSBPPE.
- 2) At least 40% of the allocated funds (\$1.9 million) to be distributed through an RFP process to community-based organizations consistent with the goals of the RFP.

- 3) 20% of the allocated funds (\$950,000) to be used by the Berkeley Public Health Division (BPHD) to coordinate and monitor the grant process, coordinate the overall program evaluation and produce an annual report. At least 10% of this distribution (\$95,000) is to be used for a media campaign.

On January 25, 2019 the BPHD released a Request for Proposals (RFP) soliciting program proposals from CBOs that promote reduction of consumption of SSBs and address the effects of SSB consumption on health. The RFP announcement was widely distributed to CBOs serving Berkeley.

On February 27, 2019, the City of Berkeley received proposals from 16 CBOs and BUSD. The proposals were reviewed and scored by two parallel review panels (SSBPPE Commission Review Panel and BPHD Staff Review Panel). Five Commissioners reviewed the proposals (three Commissioners recused themselves from the entire review process due to potential conflict of interest).

On March 21, 2019, the SSBPPE Commission passed a motion to forward the following funding recommendations to the Berkeley City Council:

	<b>FY 2020</b>	<b>FY 2021</b>	<b>2 Year Total</b>
<b>BUSD</b>	\$ 950,000.00	\$ 950,000.00	\$ 1,900,000.00
<b>Ecology Center</b>	\$ 142,500.00	\$ 142,500.00	\$ 285,000.00
<b>Healthy Black Families</b>	\$ 295,000.00	\$ 295,000.00	\$ 590,000.00
<b>Multicultural Institute</b>	\$ 15,000.00	\$ 15,000.00	\$ 30,000.00
<b>Lifelong Medical Care</b>	\$ 135,000.00	\$ 135,000.00	\$ 270,000.00
<b>YMCA of the East Bay-- YDPP</b>	\$ 70,000.00	\$ 70,000.00	\$ 140,000.00
<b>YMCA of the East Bay —Healthy Me!</b>	\$ 85,000.00	\$ 85,000.00	\$ 170,000.00
<b>Berkeley Youth Alternatives</b>	\$ 48,500.00	\$ 48,500.00	\$ 97,000.00
<b>Spiral Garden</b>	\$ 40,000.00	\$ 40,000.00	\$ 80,000.00
<b>Fresh Approach</b>	\$ 16,396.00	\$ 16,396.00	\$ 32,792.00
<b>Bay Area Community Resources</b>	\$ 67,940.00	\$ 67,940.00	\$ 135,880.00
<b>Community Health Education Institute</b>	\$ 34,664.00	\$ 34,664.00	\$ 69,328.00
<b>City of Berkeley PHD</b>	\$ 475,000.00	\$ 475,000.00	\$ 950,000.00
<b>Totals</b>	<b>\$ 2,350,000.00</b>	<b>\$ 2,350,000.00</b>	<b>\$ 4,750,000.00</b>



### ENVIRONMENTAL SUSTAINABILITY

When the recommended allocations are implemented, the SSBPPE expects the following contributions to environmental sustainability:

1. Significant increase in awareness about health impacts of SSB consumption,
2. Increase in the number of trained youth peer educators, nutritionists, and teachers in low-income communities to reduce consumption of SSBs, and to promote healthy choices and increase consumption of Berkeley's high quality tap water, and
3. Significant reduction in access to sugary drinks in Berkeley.

### RATIONALE FOR RECOMMENDATION

The Commission believes that investing \$4,750,000 in grants to CBOs, BUSD, and the BPHD will increase the City of Berkeley's likelihood of reducing the consumption of SSBs and improving the health of Berkeley children and youth, particularly those with limited resources, and communities-of-color that are most impacted by obesity, diabetes, tooth decay, and heart diseases and that are targeted by Big Soda marketing. These grants will increase the capacity of CBOs to develop and implement multi-level interventions that include education, system and/or environmental change. Excellent, on-going, peer-reviewed research has confirmed the decline in the consumption of SSBs in the most effected neighborhoods of our city from 21% the first year of the Healthy Berkeley Program to 55% the third year, a phenomenal achievement.

### ALTERNATIVE ACTIONS CONSIDERED

Should the Mayor and City Council of Berkeley decide to decrease the funding for the Healthy Berkeley Program to the City Manager recommended amount of \$4,363,079 for FY 2020 and FY 2021 then the SSBPPE recommends that the City of Berkeley Public Health Division allocation of \$950,000 be decreased by \$386,921 to \$563,079. This decrease will not harm BUSD or the CBOs recommended for funding in FY 2020 and FY2021.

### CITY MANAGER

The City Manager [TYPE ONE] concurs with / takes no position on the content and recommendations of the Commission's Report. [OR] Refer to the budget process.

**Note: If the City Manager does not (a) concur, (b) takes any other position, or (c) refer to the budget process, a council action report must be prepared. Indicate under the CITY MANAGER heading, "See companion report."**

### CONTACT PERSON

Dechen Tsering, MPH, Secretary, SSBPPE Commission, (510) 981-5394

Attachments:

- 1: Resolution: Funding Allocation to Berkeley Unified School District for the Gardening and Cooking Program
- 2: Resolution: Funding Allocation to the Ecology Center to Implement For Thirst, Water First! Program
- 3: Resolution: Funding Allocation to Healthy Black Families to Implement Thirsty For Change! Program
- 4: Resolution: Funding Allocation to Multicultural Institute to Implement the Life Skills Day Laborer: Healthy Activity Program
- 5: Resolution: Funding Allocation to YMCA of the East Bay to Implement the YMCA Diabetes Prevention and YMCA Healthy Me Programs
- 6: Resolution: Funding Allocation to Lifelong Medical Care to Implement the Chronic Disease and Oral Health Prevention Project
- 7: Resolution: Funding Allocation to Spiral Gardens to Implement the Community Food Security Project
- 8: Resolution: Funding Allocation to the Bay Area Community Resources to Implement the Healthy Options at the Point of Sale Project
- 9: Resolution: Funding Allocation to Fresh Approach to Implement VeggieRx Program for Healthy Food and Beverages
- 10: Resolution: Funding Allocation to Berkeley Youth Alternatives to Implement the Urban Agriculture and Teen Nutrition Program
- 11: Resolution: Funding Allocation to the Community Health Education Institute to Implement the Artists Against Soda Project
- 12: Resolution: Funding Allocation to the City of Berkeley Public Health Division to Implement the Healthy Berkeley Program  
Exhibit A: Best Use Examples for Policy, Environmental and/or Systems Changes
- 13: Resolution: Allocation: \$4.75 Million Total for Reduction of Sugar-Sweetened Beverage Consumption Grant Program in FY 2020 and FY 2021

RESOLUTION NO. ##,###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$1,900,000 FOR FY 2020 AND  
FY 2021 TO THE BERKELEY UNIFIED SCHOOL DISTRICT FOR  
THE GARDENING AND COOKING PROGRAM

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019, the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Resolution No. 68,746-N.S. included a total allocation of up to 40% of the total allocated funds to Berkeley Unified School District to reduce the consumption of sugar-sweetened beverages (SSBs) through the implementation and enhancement of the BUSD gardening and cooking program for the period, July 1, 2019 to June 30, 2021; and

WHEREAS, a Request for Proposal (RFP) was released on January 25, 2019 and BUSD submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff, and determined to be responsive in meeting all aspects of the scope of the work and selection criteria and among the best selection for this contract; and

WHEREAS, funds in the total amount of \$1,900,000 to BUSD for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement the Gardening and Cooking Program to be disbursed in two equal amounts of \$950,000 each in FY 2020 and FY 2021 and will increase awareness and education about the health impacts of sugar drinks; improve access to water, increase family engagement, and encourage consumption of drinks with less/no sugar to BUSD students and their families; and

WHEREAS, the Gardening and Cooking Program requested \$872,600 annually in funding for FY 2020 and FY 2021, the additional funding amount of \$77,400 annually shall be used to enter into a subcontract of \$100,000 with the non-profit organization, 18 Reasons to implement the program, Cooking Matters in BUSD to be distributed as follows: \$50,000 per year in FY 2020 and FY 2021. Cooking Matters will: a. advocate for all BUSD schools to adopt a healthy celebrations/fundraising/sports program policy; b. train 5 Early Childhood Education teachers to be Health Promoters in order to facilitate Cooking Matters programs in their own communities with at least 400; and c. expand and strengthen outreach to licensed family child care homes in South and West Berkeley participants; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for BUSD in FY 2020 and FY2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager or her designee is authorized to execute a contract and any amendments with Berkeley Unified School District in the total amount not to exceed \$1,900,000 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##, ###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$285,000 FOR FY 2020 AND FY2021 TO THE ECOLOGY CENTER TO IMPLEMENT *FOR THIRST, WATER FIRST!* PROGRAM

WHEREAS, high intake of Sugar-Sweetened Beverages (SSBs) is associated with risk of Type 2 diabetes, obesity, hypertension, dental decay and coronary heart disease; and

WHEREAS, over half of California adults (55%) have either prediabetes or diabetes; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and the Ecology Center submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff, and determined to be responsive in meeting all aspects of the scope of the work and selection criteria and among the best selection for this contract; and

WHEREAS, funds in the total amount of \$285,000 to the Ecology Center for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement For Thirst, Water First! Program to be disbursed in two equal amounts of \$142,500 each in FY 2020 and FY 2021 that will: a. increase capacity of Berkeley High School's Universal 9th Grade curriculum to deliver nutrition activities and benefits of drinking water vs SSBs. All freshman students will receive a free water bottle (Kleen Kanteen); b. increase tap water and healthy food consumption among youth and family members; and c. develop capacity of 30 Berkeley youth to serve as spokespeople, ambassadors, and advocates of timely policy initiatives that promote the consumption of tap water and healthy foods; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with the Ecology Center in the total amount not to exceed \$285,000 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##,###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$590,000 FOR FY 2020 AND  
FY 2021 TO HEALTHY BLACK FAMILIES FOR THE THIRSTY FOR CHANGE!  
PROGRAM

WHEREAS, high intake of Sugar-Sweetened Beverages (SSBs) is associated with risk of Type 2 diabetes, obesity, hypertension, dental decay and coronary heart disease; and

WHEREAS, over half of California adults (55%) have either prediabetes or diabetes; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019 and the Healthy Black Families submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the total amount of \$590,000 to Healthy Black Families for two years (July 1, 2019 – June 30, 2021), budgeted will cover the expenses to implement Thirsty for Change! Program to be disbursed in two equal amounts of \$295,000 in FY 2020 and FY 2021 that will: a. continue to partner with Center for Food, Faith and Justice (CFFJ) who will engage 180 students in monthly activities related to SSBs at B-Tech, lead 12 gardening workshops, support 6 CFFJ Fellows who will reach 720 people with Rethink Your Drink and Health Equity presentations; b. deliver “Cook Smart” and “Meal Challenge” classes, engaging 480 women and their families in farmers market tours, hands-on cooking demonstrations, nutrition education and customized tours of grocery stores and convenience markets; c. train water ambassadors to share information about SSBs and water at events throughout the year; d. implement Voices for Change, the advocacy arm of T4C, to move beyond community education to community capacity to engage in longer term policy, systems, and/or environmental (PSE) changes; e. promote adoption of at least 5 new policies per year to address barriers to SSB reduction at church and community events; and

WHEREAS, in addition to the Council’s approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency’s allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Healthy Black Families in the amount not to exceed \$590,000 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.



RESOLUTION NO. ##,###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$30,000 FOR FY 2020 AND  
FY 2021 TO THE MULTICULTURAL INSTITUTE FOR THE LIFE SKILLS DAY  
LABORER: HEALTH ACTIVITY PROGRAM

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and the Multicultural Institute submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the total amount of \$30,000 to Multicultural Institute for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement Life Skills Day Laborer: Health Activity program to be disbursed in two equal amounts of \$15,000 each in FY 2020 and FY 2021 that will: a. offer cultural and language appropriate information on the serious risks of consuming sugar sweetened beverages (SSB) to uninsured/underinsured immigrants, day laborers, and other low-income families in West Berkeley; b. provide information about health conditions related to SSBs, c. offer prevention resources and connect families to key services for these conditions when needed; d. create a policy to provide healthier food and beverages in their meal/snack offerings; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Multicultural Institute in the amount not to exceed \$30,000 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##,###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$310,000 FOR FY 2020 AND  
FY 2021 TO THE YMCA OF THE EAST BAY FOR THE YMCA DIABETES  
PREVENTION AND YMCA HEALTHY ME PROGRAMS

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and the YMCA of the Central Bay submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the total amount of \$310,000 to the YMCA of the East Bay for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement the YMCA Diabetes Prevention (YDPP) and the YMCA Healthy ME (YHME) programs to be disbursed in two equal amounts of \$70,000 for YDPP and \$85,000 for YHME in FY 2020 and FY 2021 that will: a. support the YMCA's Diabetes Prevention Program by: i) utilizing a CDC-recognized curriculum to prevent type 2 diabetes and prediabetes through coaching in healthy eating, physical activity, and behavior changes for adults (18+) at high risk of developing type 2 diabetes, and ii) promote systems change through partnerships with Head Start and Lifelong Care; and b. support the YMCA Healthy ME program to: i) provide the Healthy Me Kids Music and Movement Program to all children in the YMCA, BUSD, Centro Vida, and UC Berkeley Childcare sites focusing on choosing water over SSBs combining with nutrition, fitness, hygiene, and social skills; ii) provide water hydration stations at the 4 YMCA Head Start sites; and iii) organize quarterly family engagement meetings; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments

with the YMCA of the East Bay in the amount not to exceed \$310,000 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##,###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$270,000 FOR FY 2020 AND  
FY 2021 TO LIFELONG MEDICAL CARE FOR THE CHRONIC DISEASE AND ORAL  
HEALTH PREVENTION PROJECT

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and the Lifelong Medical Care submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$270,000 to Lifelong Medical Care for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement the Chronic Disease and Oral Health Prevention Project to be disbursed in two equal amounts of \$135,000 each in FY 2020 and FY 2021 developing and implementing an evidence-based dental caries prevention program that expands access to oral health screening, education and treatment for low-income Berkeley residents that will: a. reach approximately 20,000 low income residents with chronic disease prevention and oral health education; b. conduct 3,250 hypertension screenings and 250 dental treatments; and c. expand opportunities to bring the Dental Van to six Heart 2 Heart events annually; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Lifelong Medical Care in the amount not to exceed \$270,000 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##,###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$80,000 FOR FY 2020 AND  
FY 2021 TO SPIRAL GARDENS FOR THE SPIRAL GARDENS COMMUNITY FOOD  
SECURITY PROJECT

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and the Spiral Gardens submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$80,000 to Spiral Gardens for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement the Spiral Gardens Community Food Security Project to be disbursed in two equal amounts of \$40,000 each in FY 2020 and FY 2021 that will: a. expand community farm engagement and production and nursery food plant production; b. improve outdoor classroom with more seating, shelter and improved cooking facilities for cooking demos for increased number of workshops; c. offer outside teachers stipends for their time; d. hire a nursery growth manager to expand nursery healthy food production and income; and e. install a water hydration station; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Spiral Gardens in the amount not to exceed \$80,000 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##,###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$135,880 FOR FY 2020 AND  
FY 2021 TO BAY AREA COMMUNITY RESOURCES FOR THE HEALTHY OPTIONS  
AT POINT OF SALE PROJECT

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and the Bay Area Community Resources submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$135,880 to Bay Area Community Resources for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement the Healthy Options at Point of Sale Project to be disbursed in two equal amounts of \$67,940 each in FY 2020 and FY 2021 that will: a. continue with recruitment and training of advocates to form a Berkeley Advocacy Team to increase knowledge of food justice and the role of retail food environment in contributing to diet-related disease and developing research, facilitation, and speaking skill; and b. continue and strengthen collaboration with Healthy Black Families, Alameda County Public Health Division, CSPI, Ecology Center, and other CBOs to gain support for the passage of a city-wide healthy check-out policy; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Bay Area Community Resources in the amount not to exceed \$135,880 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##, ###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$32,792 FOR FY 2020 AND FY2021  
TO FRESH APPROACH TO IMPLEMENT VEGGIERX PROGRAM FOR HEALTHY  
FOOD AND BEVERAGES

WHEREAS, high intake of Sugar-Sweetened Beverages (SSBs) is associated with risk of Type 2 diabetes, obesity, hypertension, dental decay and coronary heart disease; and

WHEREAS, over half of California adults (55%) have either prediabetes or diabetes; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and Fresh Approach submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff, and determined to be responsive in meeting all aspects of the scope of the work and selection criteria and among the best selection for this contract; and

WHEREAS, funds in the total amount of \$32,792 to Fresh Approach for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement VeggieRx Program for Healthy Food and Beverages to be disbursed in two equal amounts of \$16,396 each in FY 2020 and FY 2021 that will: a. utilize a train-the-trainer approach with AmeriCorps volunteers to maximize the resources; and b. develop and institutionalize successful nutrition education classes in group settings by creating a resource kit on SSBs that will standardize education on this topic for future years and will allow evaluation of the outcomes; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Fresh Approach in the total amount not to exceed \$32,792 for the two-year period of July 1, 2019 to June 30, 2021.



A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##,###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$97,000 FOR FY 2020 AND  
FY 2021 TO BERKELEY YOUTH ALTERNATIVES FOR THE URBAN AGRICULTURE  
AND TEEN NUTRITION PROGRAM

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and Berkeley Youth Alternatives submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$97,000 to Berkeley Youth Alternatives for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement the Urban Agriculture and Teen Nutrition Program to be disbursed in two equal amounts of \$48,500 each in FY 2020 and FY 2021 that will: a. recruit, hire, and train 4 garden and nutrition youth educators to promote healthy alternatives to SSBs and conduct interactive workshops to at least 1000 children and youth; b. engage Youth Educators will assist with re-launch of the BYA “no-cost” Community-Supported Agriculture (CSA) Program to provide monthly boxes of fresh fruits and vegetables; and c. advocate for environmental change to encompass the conversion of unused land adjacent to the COB Corporation Yard for community garden space; and

WHEREAS, in addition to the Council’s approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency’s allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments Berkeley Youth Alternatives in the amount not to exceed \$97,000 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##,###-N.S.

CONTRACT: TOTAL FUNDING ALLOCATION OF \$69,328 FOR FY 2020 AND  
FY 2021 TO COMMUNITY HEALTH EDUCATION INSTITUTE FOR THE ARTISTS  
AGAINST SODA PROJECT

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 25, 2019, and the Community Health Education Institute submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$69,328 to the Community Health Education Institute for two years (July 1, 2019 – June 30, 2021) will cover the expenses to implement the Artists Against Soda Project to be disbursed in two equal amounts of \$34,664 each in FY 2020 and FY 2021 that will: a. advocate to the City Council on the need to adopt a city-wide policy on SSBs, meaning no procurement, no selling, no serving; b. advocate to prohibit supermarkets and grocery stores from displaying SSBs near the checkout counter and establish healthy checkout aisles in the downtown area; c. offer student created art with information on the health hazards of SSBs to replace advertising for SSBs; d. award merchants who display youth art, reduce soda space, and/or soda promotional signage with awards at City Council; e. form a Berkeley City College (BCC) Health Awareness Club to recruit student mentors to educate youth to promote the reduction of SSBs; and f. hold a downtown Berkeley art show/art awards/art contest with youth entries at BCC; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2020 and FY 2021. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments

with Community Health Education Institute in the amount not to exceed \$69,328 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

RESOLUTION NO. ##,###-N.S.

TOTAL FUNDING ALLOCATION OF \$950,000 FOR FY 2020 AND  
FY 2021 TO THE CITY OF BERKELEY PUBLIC HEALTH DIVISION TO SUPPORT  
AND ENHANCE THE HEALTHY BERKELEY PROGRAM

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on January 22, 2019 (Resolution No. 68,746-N.S), the City Council allocated \$4.75 million for FY 2020 and FY 2021 for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health with the following recommendation: direct the City Manager to utilize 20% of the allocated funds to support the City of Berkeley Public Health Division (BPHD) to coordinate and monitor the grant process; evaluate and enhance the Healthy Berkeley Program; produce an annual report that informs the public and disseminates outcome data; and manage a comprehensive and sustainable media campaign with 10% of the BPHD allocation; and

WHEREAS, the BPHD allocation of Healthy Berkeley Program funding shall not supplant any existing funding and shall be used solely in support of or to enhance the Healthy Berkeley Program; and

WHEREAS, the costs attributed to the Healthy Berkeley Program funding shall not exceed amounts allocated by City Council per fiscal year for this program; and

WHEREAS, the net increase of funding for BPHD is \$405,000 for FY 2020 and FY 2021, the BPHD shall use these additional funds on policy, system, and/or environmental (PSE) strategies, as suggested in Exhibit A of the corresponding Council Report, to support and enhance the Healthy Berkeley Program while collaborating with local CBOs and working in partnership with the SSBPPE Commission in a transparent and open manner; and

WHEREAS, funds in the amount of \$950,000 to BPHD for two years (July 1, 2019 – June 30, 2021) are to be disbursed in two equal amounts of \$475,000 each in FY 2020 and FY 2021; and

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to disburse to the BPHD in the amount not to exceed \$950,000 for the two-year period of July 1, 2019 to June 30, 2021.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

Exhibit:

A: Best Use Examples for Policy, Environmental and/or Systems Changes

## EXHIBIT A:

### BEST USE EXAMPLES FOR POLICY, ENVIRONMENTAL AND/OR SYSTEMS CHANGES

Best use examples for policy, environmental and/or systems changes recommended by the SSBPPE Commission for the City of Berkeley Public Health Division include the following:

- Healthy retail strategies to support local retailers in efforts to sell healthier beverage options including but not limited to: changing marketing in windows and at checkout; offer only healthy drinks at checkout; increase the percentage of healthy beverages in the store.
- Establishing a stand to sell healthy beverages to Berkeley High School and B-tech students at lunch.
- Increasing free, clean drinking water access in parks, schools and shopping areas of Berkeley and adding drinking fountains or incentivizing businesses to offer free drinking water to customers and non-customers.
- Increase the budget for the media campaign above the 10% directed in the Council Action item #27A (1/22/19).



RESOLUTION NO. ##, ### - N.S.

ALLOCATION: \$4.75 MILLION TOTAL FOR REDUCTION OF SUGAR-SWEETENED BEVERAGE CONSUMPTION GRANT PROGRAM IN FY 2020 AND FY 2021

WHEREAS, the consumption of sugar-sweetened beverages ("SSB") in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, in FY 2018 and FY 2019, the City Council awarded a total of \$3 million upon the recommendation of the SSBPPE Commission to demonstrate the City's long-term commitment to decreasing the consumption of SSB and mitigate the harmful impacts of SSB on the population of Berkeley; and

WHEREAS, on January 22, 2019, the Berkeley City Council unanimously approved Action Items 27A and 27B (Resolution No. 68,746-N.S.), wherein Action Item 27A recommended an allocation of \$4.75 million over two years, FY 2020 and FY 2021, to fund the Healthy Berkeley Program; and

WHEREAS, Action Item 27B was a companion report which accepted the SSBPPE Commission's report in Action Item 27A and offered no other fiscal recommendation and clarified that Measure D revenues cannot be aligned dollar-for-dollar with the Healthy Berkeley Program; and

WHEREAS, many studies demonstrate that high intake of SSB is associated with risk of Type 2 Diabetes, obesity, tooth decay, and coronary heart disease; and

WHEREAS, hundreds of millions of dollars have been spent in an ongoing massive marketing campaign, which particularly targets children and people of color; and

WHEREAS, an African American resident of Berkeley is 14 times more likely than a White resident to be hospitalized for diabetes; and

WHEREAS, 40% of 9th graders in Berkeley High School are either overweight or obese; and

WHEREAS, tooth decay is the most common childhood disease, experienced by over 70% of California's 3rd graders; and

WHEREAS, in 2012, a U.S. national research team estimated levying a penny-per-ounce tax on sweetened beverages would prevent nearly 100,000 cases of heart disease, 8,000 strokes, and 26,000 deaths over the next decade and 240,000 cases of diabetes per year nationwide.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is hereby authorized to allocate \$4.75 million from the

General Fund to be disbursed in two (2) installments of \$2.375 million in FY 2020 and \$2.375 million in FY 2021 and invested as follows:

1. Allocate up to 40% of the allocated funds to Berkeley Unified School District (BUSD) through a grant proposal to reduce the consumption of sugar-sweetened beverages (SSBs) through the implementation and enhancement of the BUSD cooking and gardening programs for the period, July 1, 2019 to June 30, 2021; and
2. Allocate at least 40% of the allocated funds through a RFP process managed by the City of Berkeley Public Health Division (BPHD) for grants to community-based organizations consistent with the SSPPE's goals to reduce the consumption of SSB and to address the effects of SSB consumption for the period July 1, 2019 to June 30, 2021; and
3. Allocate 20% of the allocated funds to support the BPHD to coordinate and monitor the grant process, coordinate the overall program evaluation, and produce an annual report that disseminates process and outcome data resulting from the SSPPE funding program. A comprehensive and sustainable media campaign that coordinates with all regional soda tax efforts will be managed by BPHD with 10% of this portion of the allocation.

A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.



**City of Berkeley**  
**Soda Tax Revenue-FY 2019**  
**For the Months of July 2018 - June 2019**

Month	Amount
Jul-18	151,708.58
Aug-18	102,327.98
Sep-18	138,404.70
Oct-18	112,675.36
Nov-18	180,017.37
Dec-18	141,283.41
Jan-19	169,104.87
Feb-19	88,879.74
Mar-19	146,695.92
Apr-19	
May-19	
Jun-19	
<b>Total</b>	<b>\$ 1,231,097.93</b>

<b>FY 2015</b>	<b>\$ 242,986.39</b>
<b>FY 2016</b>	<b>1,757,271.70</b>
<b>FY 2017</b>	<b>1,578,389.00</b>
<b>FY 2018</b>	<b>1,517,949.28</b>
<b>FY 2019</b>	<b>1,231,097.93</b>
<b>Total</b>	<b>\$ 6,327,694.30</b>

*DISCLAIMER: Berkeley's tax passed on the distribution of sugar sweetened beverages in November 2014 (Measure D) was a general tax and not a special tax. Therefore, any recommended allocation is independent of the amount of tax collected from the distribution of SSB in Berkeley.*

OPINION

## Opinion: Soda consumption is not declining in Berkeley, despite recent headlines

Soda taxes don't seem to work — at least not yet. More effective policies are needed to reduce the human and social costs of poor nutrition in California.

64

By Michael Barnes, March 26, 2019, 11:27 a.m.

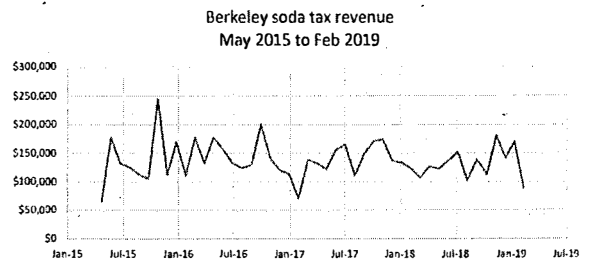
On Feb. 22, Berkeleyside reported the results of a UC Berkeley study. The headline read, "Sugary drink consumption in Berkeley down more than 50% since introduction of soda tax."

There are two problems with this headline. First, it exaggerates the results of the study, which, as its authors pointed out, was confined to a particular subset of Berkeley's population. Second, the results of the study are contradicted by the history of the soda tax revenue.

State legislators in Sacramento are considering several bills regulating sodas and other sugar-sweetened beverages. For the sake of crafting thoughtful policies, our legislators need accurate information about the effects of existing soda taxes. In this op/ed, I attempt to provide some of that information.

The UC Berkeley study was based on self-reported results that relied on the memory of the surveyed subjects. The study did not interview the same residents over time, nor was it based on any diaries of food and drink consumption.

There is an alternative set of data that, while still imperfect, are far more objective — the history of soda tax revenue in Berkeley. This data tells a very different story. Here is a graph of the Berkeley soda tax revenue:



Soda tax revenue. Source: City of Berkeley finance department

A quirky feature of Berkeley's soda tax is that it should be self-defeating. If it leads to lower soda consumption, the tax revenue should decline. So far in Berkeley there is no evidence that is happening. Soda tax revenue, which reflects soda consumption, fluctuates month-to-month, but does not have an obvious downward trend.

However, there are several confounding factors that could complicate these numbers.

tax is fulfilling its goals. However, if the pot of soda tax money is being raided to fund existing health programs, then the net result of the tax is to free up money in the city's general fund for other purposes.

Perversely enough, the Berkeley and Albany soda taxes are a win-win-win. Cities get more revenue, voters get to feel satisfied they did the right thing, and the soda companies are delighted to learn that soda taxes barely affected their sales. But the reality is that the soda taxes don't seem to work — at least not yet.

I believe we have the obligation to let our legislators in Sacramento know just how well

our soda taxes are working. With this information, they can craft more effective policies to reduce the human and social costs of poor nutrition in California. The cities of Berkeley and Albany should also reconsider what they are able to accomplish with their soda taxes.

*Michael Barnes has served on the Albany City Council since 2012. He began his public-sector career in the 1980s as a state government budget analyst. He taught economics as a grad student at UC Berkeley in the 1990s, and recently retired after 11 years as a UC Berkeley science editor.*

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# Berkeleyside

OPINION

## Opinion: Berkeley's soda tax, now in its 5th year, has been a resounding success

The tax has worked because it has reduced consumption of soda and other sugary beverages.

7

By Jennifer Falbe, April 8, 2019, 9:14 a.m.

Berkeley's soda tax, which is now in its 5<sup>th</sup> year, has been a resounding success. The tax initiative has allowed Berkeley to invest over \$5 million in public health programs, especially for children and African American, Latinx, and low-income communities. The new programming includes work on diabetes prevention, water access, oral health, and nutrition education. The tax also saved our public schools' renowned Gardening and Cooking Program from being cut.

And the tax has brought down sugary drink consumption. Our study of the tax focused on lower-income communities of color that have been disproportionately targeted by sugary drink ads and suffer higher rates of diabetes. After surveying residents of these communities in Berkeley and nearby cities before and after the tax, we found a 52% drop in consumption of sugary drinks in Berkeley in the first three years of the tax. Other research evaluating Berkeley's tax used grocery store sales data and found significant drops in sugary drink purchases.

One might think we could also use the city's soda tax revenues to see if the tax changed consumption. But that's wrong, and here's

why. To see a change, we need sales or consumption information before and after the tax. Tax revenues cannot capture sales *before* the tax for one simple reason: There was no tax revenue before the tax. Several studies of the tax that did collect before- and after- data, including ours, found early and sizeable drops in consumption. Other factors may keep total tax revenues stable, even as residents drink fewer and fewer sugary drinks. These include Berkeley's growing student and overall populations and the visitors who buy drinks—but don't live—in Berkeley. For these reasons, Berkeley's gross tax revenues cannot tell us if the tax was effective.

Multiple independent studies of Berkeley's soda tax clearly show that the tax brings down consumption, as do studies of soda taxes in other places. Whether using consumption data from residents or purchase data from store scanners, the research consistently demonstrates marked declines in sugary drink consumption and sales after a soda tax, including in Philadelphia and Mexico. Prominent health organizations resoundingly agree. They have called for soda taxes to help combat the crises of diabetes, cardiovascular

disease, and poor oral health. These groups include The American Heart Association, American Academy of Pediatrics, American Cancer Society, California Dental Association, California Medical Association, the World Health Organization, and many more.

The Berkeley soda tax has reduced sugary drink consumption and sales while providing sorely needed revenues to improve the health

and well-being of Berkeley's children—exactly as voters intended.

This is the first part of a two-part series on Berkeley's soda tax. Read part two here.

*Jennifer Falbe is an assistant professor at UC Davis, a Berkeley resident, and a researcher studying the Berkeley soda tax*

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Activity	Responsible Contact	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019
1. Periodic meetings as needed.	PS&O Sub-Committee												
2. Submit Work Plan to Commission Secretary for FY18/19.	PS&O Sub-Committee	x		x									
3. Coordinate with Outreach subcommittee to plan "Best Practices" Public Forum the SSPBBE commission, community members, grantees, and the public.	PS&O Sub-Committee					x							
4. Design and submit a standard presentation structure/format for Mid-Term program presentations by grantees funded by SSB.	PS&O Sub-Committee				x								
5. Translate the recommendations from the evaluation report into potential activities for adoption by grantees.	PS&O Sub-Committee	x		x	x								
6. Recommend menu of opportunities for funding in FY19 - FY21 (2-year cycle).	PS&O Sub-Committee				X								
7. Work with City epidemiologist on evaluation framework.	PS&O Sub-Committee	x				x							
8. Review/Revise selection criteria for potential grantees. Emphasize the expectation of policy, environments, and systems change.	PS&O Sub-Committee							x					



1. Research potential community events <sup>1</sup> to attend and plan. Connect with the Media Subcommittee regarding the marketing Campaign.	Community Engagement Sub-Committee <sup>2</sup> (CES)				X									
2. Community engagement event <sup>3</sup> : Discuss and set event goals based on community and grantee research.	CES					X								
<b>Activity</b>	<b>Responsible Contact</b>	<b>July 2018</b>	<b>Aug 2018</b>	<b>Sept 2018</b>	<b>Oct 2018</b>	<b>Nov 2018</b>	<b>Dec 2018</b>	<b>Jan 2019</b>	<b>Feb 2019</b>	<b>Mar 2019</b>	<b>Apr 2019</b>	<b>May 2019</b>	<b>Jun 2019</b>	
3. Review updates and challenges from awarded organizations.	CES					X								
4. Create a presentation, list of potential applicants, and a marketing plan to other people in the community.	CES				X									
5. Present a plan for Information Session to the SSBPPE Commission and choose date for the event.	CES					X								
6. Create plan for the 5 year celebration of the Commission in November 2020,	CES/community agencies					X								

<sup>1</sup> Options for Community Engagement events:

*Info Session- provide information about the application, the review process, and common mistakes.*

*5 Year Celebration - to inform the Berkeley community about the SSBPPE commission and the accomplishments of the grantees.*

*Community Fairs – an opportunity for Berkeley public (and neighboring cities) to learn from community orgs. @ Juneteenth, Solano Stroll, Berkeley Streets, Kite Festival, etc.*

<sup>2</sup> Community Engagement Subcommittee's Goals from narrowest to broadest:

*Increase our understanding of what funded groups are doing.*

*Increase capacity of all past and potential applicants.*

*Increase pool of potential applicants.*

*Community awareness of commission / Healthy Berkeley (soda tax revenue through general fund) funded activities.*



<p>4. Research policies for potential impact:</p> <ul style="list-style-type: none"> <li>• Any evidence?</li> <li>• Data on local status.</li> <li>• Model policies.</li> <li>• Experiences</li> </ul>	<p>Policy Sub: Pat, Holly Resources: ChangeLab Solutions, SF Shapeup, Healthy Food America BANPAC Voices for Health Kids</p>			X	Present policy ideas to SSBPPE		X			X			X
<b>Activity</b>	<b>Responsible Contact</b>	<b>July 2018</b>	<b>Aug 2018</b>	<b>Sept 2018</b>	<b>Oct 2018</b>	<b>Nov 2018</b>	<b>Dec 2018</b>	<b>Jan 2019</b>	<b>Feb 2019</b>	<b>Mar 2019</b>	<b>Apr 2019</b>	<b>May 2019</b>	<b>Jun 2019</b>
5. Present priority policies on rolling basis to full SSBPPE for input on next steps.	Policy Sub				X		X			X		X	
6. Formalize recommendations in a report to City Council, BUSD, and community.	Policy Sub				X		X			X		X	
7. Develop PSE workshop for community.	Policy Sub			X	X	X							



**Sugar-Sweetened Beverage Product  
Panel of Experts Commission**

Saturday, March 17, 2019. 9:00 AM – 1:00 PM  
Café Leila, 1724 San Pablo Ave, Berkeley, CA 94702

**SPECIAL MEETING MINUTES**

The special meeting convened at 9:15 AM.

**ROLL CALL**

- Present:** Commissioners Crawford, Morales, Moore, Ishii (arrived at 9:35am), Namkung, Rose, and Scheider.
- Absent:** Commissioner Browne
- Excused:** None
  
- Staff present:** Kelly Wallace and Dechen Tsering

**COMMENTS FROM THE PUBLIC**

No Comments.

**ACTION ON MINUTES**

**Approval of Minutes - Moved to approve the draft minutes of the meeting on 2/21/2019.**

**M/S/C:** Commissioners Moore/Rose

- Ayes:** Commissioners Crawford, Morales, Moore, Namkung, Rose, and Scheider.
- Noes:** None
- Abstain:** None
- Absent from vote:** Commissioners Browne and Ishii
- Recused:** None
- Excused:** None

**ACTION ITEMS**

- 1. Moved to approve Action Item #1 in the agenda should the SSBPPE Commission need to move forward with taking action.**

*A Vibrant and Healthy Berkeley for All*

**M/S/C:** Commissioners Morales/Scheider

**Ayes:** Commissioners Crawford, Morales, Moore, Namkung, Rose, and Scheider.  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** Commissioners Browne and Ishii  
**Recused:** None  
**Excused:** None

**2. Moved to add Holly Scheider to the Media Subcommittee**

**M/S/C:** Commissioners Moore/Namkung

**Ayes:** Commissioners Crawford, Morales, Moore, Namkung, Rose, and Scheider.  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** Commissioners Browne and Ishii  
**Recused:** None  
**Excused:** None

**3. Moved to recommend to Council the following funding for FY20 and FY21 for community-based organizations:**

<b>Agency</b>	<b>Program</b>	<b>Recommended Total Funding for FY20 and FY21</b>
1. 18 Reasons	Cooking Matters	\$70,000
2. Bay Area Community Resources	Healthy Options at Point of Sale (HOPS)	\$65,880
3. Berkeley Youth Alternatives	Urban Agriculture and Team Nutrition Program	\$97,000
4. Community Health Education Institute	Artists Against Soda	\$69,328
5. Ecology Center	For Thirst - Water First!	\$285,000
6. Fresh Approach	VeggieRx Program for Healthy Food and Beverages	\$32,792
7. Healthy Black Families, Inc.	Thirsty For Change! (T4C)	\$590,000

8. Lifelong Medical Care	Chronic Disease and Oral Health Prevention Project	\$270,000
9. Multicultural Institute (MI)	Life Skills/Day Laborer Program Health Activity	\$30,000
10. Spiral Gardens Community Food Security Project	Spiral Gardens Community Food Security Project	\$80,000
11. YMCA of the East Bay	YMCA Diabetes Prevention	\$140,000
	YMCA Healthy ME Program	\$170,000
<b>Total Recommended Allocation for FY20 &amp; FY21</b>		<b>\$1,900,000</b>

**M/S/C:** Commissioners Morales/Ishii

**Ayes:** Commissioners Crawford, Morales, Namkung, Ishii, and Rose.  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** Commissioners Browne and Moore  
**Recused:** Commissioners Browne, Moore, and Scheider  
**Excused:** None

This meeting adjourned at 12:35 pm.

**NEXT MEETING:**

The next meeting will be on **Thursday, March 21, 2019** from **6:30 pm – 9:00 pm** at the **South Berkeley Senior Center**, 2939 Ellis St., Berkeley, small conference room.

Respectfully Submitted, Dechen Tsering, Commission Secretary  
**Minutes were approved on March 21, 2019.**