Sugar-Sweetened Beverage Product Panel of Experts Commission

Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, November 19, 2026, 6:00pm – 8:00pm

Meeting Location: West Berkeley Family Wellness Center
1900 Sixth Street, Berkeley, CA 94710
P: 510-981-5350

*This meeting will be conducted in a hybrid model with both in-person and virtual attendance. Attend this meeting remotely using Zoom. To request to speak, use the "raise hand" function in Zoom. To join by phone: Dial 1-669-254-5252 or 1-833-568-8864 (Toll Free) and enter Meeting ID: 165 415 2800. To provide public comment, Press *9 and wait to be recognized by the Chair.*

REGULAR MEETING AGENDA

Preliminary Matters

1. Roll Call
2. Introduction of new Commission members (Kao)
3. Approval of Draft Minutes from 10/15/2026 special meeting – ***Attachment 1***

The public may comment virtually 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.

Presentation

1. City of Berkeley, Public Health Division: **Public Health Division Update to SSBPPE Commission.**

Discussion and 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** (Esonwune)
2. **Action 1:** Approval of 2028/2029 Request for Proposal (Hecht/Crawford/Lopez)
3. **Discussion 1:** New Commissioner Recruitment (Kao)
4. **Action 2:** Add/Remove Subcommittee/ Members (Esonwune)
5. **Action 3:** Approve 2027 Commission Meeting Dates (Esonwune)
6. **Discussion 2:** Future Meeting Agenda Topics (All)
7. **Discussion 3:** Share-Out Grantee Events Attended and Upcoming (All)

Information Items

1. Commission Work Plan – ***Attachment 2***
2. Approved Meeting Minutes 9/17/26 – ***Attachment 3***
3. Commission Meeting Dates 2026 – ***Attachment 4***
4. Subcommittee Roster– ***Attachment 5***
5. City Council Timeline 2027 – ***Attachment 6***

6. Soda Tax Revenues – ***Attachment 7***
7. Request for Proposal FY28/FY29 – ***Attachment 8***
8. SSBPPE Commission Presentation – ***Attachment 9***

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
TEL: (510) 981-6950 TDD: (510) 981-6903, FAX: (510) 981-6960
2180 Milvia Street 4th Floor, Berkeley, CA 94704 - Office Hours: Mon-Fri, 8am-5pm

THERE IS NO MEETING IN AUGUST/DECEMBER. Please visit the City of Berkeley's Commission webpage http://www.cityofberkeley.info/commissions for meeting details and 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, October 15th, 2026. 6:00 – 8:00 PM

Meeting Location/ Virtual option available:
West Berkeley Family Wellness Center
1900 Sixth Street, Berkeley, CA 94710
P: 510-981-5350

DRAFT MEETING MINUTES

The meeting convened at 6:10pm.

ROLL CALL

Present:	Commissioners Rodriguez, Scheider, Kao, Lopez (6:17), Esonwune, Hecht.
Absent:	Commissioner Morales.
Excused:	Commissioner Crawford.
Staff present:	Roberto Terrones, Janice Chin.

COMMENTS FROM THE PUBLIC None.

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes with edits of the regular meeting on 9/17/2026.

M/S/C: Scheider/ Hecht.

Ayes:	Commissioners Rodriguez, Scheider, Kao, Lopez, Esonwune, Hect.
Noes:	None.
Abstain:	None.
Absent from vote:	Commissioner Morales.
Recused:	None.
Excused:	Commissioner Crawford.

1. **Motion to add Commissioner Esonwune to the Prevention Strategies and Outcomes (RFP Plan) Subcommittee.**

M/S/C: Scheider/ Kao.

Ayes:	Commissioners Scheider, Kao, Lopez, Esonwune, Hect.
Noes:	None.
Abstain:	None.
Absent from vote:	Commissioner Morales, Rodriguez.
Recused:	None.
Excused:	Commissioner Crawford.

The meeting adjourned at 8:02pm.

NEXT MEETING:

The next meeting is scheduled for **Thursday, November 19th, 2026**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Roberto Terrones, Commission Secretary
Minutes will be approved at the November 19th regular meeting.

Attachment 2

Sugar-Sweetened Beverage Product Panel of Experts Commission

Proposed Work Plan –4/2026 – 3/2027

Task	Activity	Actions Needed in Advance	2026									2027		
			Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
1)	Conduct no more than 10 commission meetings per year	Distribution of agenda	X	X	X	X		X	X	X		X	X	X
2)	Discuss current revenues vs. projected revenues and discuss disbursement plan for additional $ (quarterly).	Fiscal data requested and distributed Request for somebody from the municipal services department to give presentation to the commission		X		X		X		X			X	
3)	Annual grantee presentations to the commission	Grantees contacted and scheduled; Ask grantees to share how they disseminate re: SSB tax funds		X2	X			X		X		X	X	X
4)	Discuss with city staff internal activities funded by soda tax (e.g. Media)	Schedule staff for discussion Create a template for what questions we would want them to address				X		X		X		X		
5)	Discuss Epi research related to health as well as evaluation data from grantees including BUSD & YRBS.	Schedule staff for discussion Email request for health status report that incl. chronic disease data, dental caries, and any health behaviors related to sugar/diet)								X				
6)	Discuss city beverage procurement implementation. (Scott)	Send communication to Council to obtain beverage procurement data; Roberto will help get request into right template								X				
7)	Discuss creation of a system to evaluate city beverage procurement (Scott)	Obtain information of current beverage procurement data								X				
8)	Discuss status of healthy checkout policy implementation	Arrange meeting with public health nutrition staff/get update from nutritionist (Angelica)								X				
9)	Discuss numbers of stores assessed and outcomes by public health environmental department.	Arrange meeting with public health environmental health department								X				
10)	Write report for council, press, etc.	Gather data and information for report	X							X				X
11)	Discuss fiscal data from the prior 12 months of tax revenue (to determine grant funds for 2025-26 and 26-27)	Fiscal data requested and distributed							x	Sub-com drafts recs and new RFP		Vote on allocations and new		Recommendation to council
12)	Prepare new proposal guidelines for 2026-2027	Distribute past proposal guidelines as a template												
13)	Plan workshop for assisting with grant writing for community groups	Promote and coordinate meeting for potential grantees												
14)	Review and recommend proposals for funding	Distribute past review criteria and letters for funding	Apr 2027											

Sugar-Sweetened Beverage Product Panel of Experts Commission

Proposed Work Plan –4/2026 – 3/2027

Task	Activity	Actions Needed in Advance	2026									2027		
			Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
15)	Grantees to host site visit by one or two commissioners	. Grantees will plan and host a short site visit by one or two commissioners for the purpose of meeting each other, and sharing activities, successes, and challenges. The plan for the site visit will be solely determined by the grantee as it will vary from organization to organization. The site visit may include attending one of the grantee's events or activities. Healthy Berkeley grantees should plan and execute a communications strategy to share efforts and successes with the broader community. Communications requirements: • Produce at least one document each funding cycle that tells the public what the agency does and that this is made possible by funds from the soda tax. • Send the Commission a copy of the document or product and share the dissemination plan during a commission meeting. • Examples of communications products may include, but are not limited to: websites, social media posts, posters, flyers, contests, school assemblies, event announcements, community outreach etc.						X Q3/4 (2025-256)					X Q1/2 (2026-27)	

Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, September 17th, 2026. 6:00 – 8:00 PM

Meeting Location:
West Berkeley Family Wellness Center
1900 Sixth Street, Berkeley, CA 94710
P: 510-981-5350

DRAFT MEETING MINUTES

The meeting convened at 6:02pm.

ROLL CALL

Present:	Commissioners Rodriguez (6:36), Scheider (6:14), Kao, Lopez, Crawford, Esonwune, Hecht.
Absent:	Commissioner Morales.
Excused:	None.
Staff present:	Roberto Terrones.

COMMENTS FROM THE PUBLIC None.

Presentation
Healthy Berkeley, Berkeley Food Network, Andrew Crispin.

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the special meeting on 8/20/2026.

M/S/C: Hecht/ Kao.

Ayes:	Commissioners Kao, Lopez, Crawford, Esonwune, Hecht.
Noes:	None.
Abstain:	None.
Absent from vote:	Commissioners Rodriguez, Scheider, Morales.
Recused:	None.
Excused:	None.

1. **Motion to approve the 2027 SSBPPE Commission Work Plan.**

M/S/C: Hecht/ Esonwune.

Ayes:	Commissioner, Rodriguez, Scheider, Kao, Lopez, Crawford, Esonwune, Hecht.
Noes:	None.
Abstain:	None.
Absent from vote:	Commissioner Morales.
Recused:	None.
Excused:	None.

2. **Motion to add Commissioner Scheider to the HCO/Procurement Performance Policy Subcommittee; add Commissioner Kao to the General Performance Subcommittee.**

M/S/C: Esonwune/Rodriguez.

Ayes:	Commissioner Rodriguez, Scheider, Kao, Lopez, Crawford, Esonwune, Hecht.
Noes:	None.
Abstain:	None.
Absent from vote:	Commissioner Morales.
Recused:	None.
Excused:	None.

The meeting adjourned at 8:00pm.

NEXT MEETING:

The next meeting is scheduled for **Thursday, October 15th, 2026**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Roberto Terrones, Commission Secretary.
Minutes were approved at the October 15th regular meeting.

Attachment 4

2027 Commission Meeting Schedule

Please complete this form and email it to the commission@berkeleyca.gov by: **Wednesday, January 6, 2027**

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

Commission Secretary: Roberto Terrones

Example

Month	Meeting Day	Meeting Date	Time
February 2026	Wednesday	2/11/2026	7:00 pm

Month	Meeting Day	Meeting Date	Time
January 2027	Thursday	1/21/2027	6:00pm
February 2027	Thursday	2/18/2027	6:00pm
March 2027	Thursday	3/18/2027	6:00pm
April 2027	Thursday	4/15/2027	6:00pm
May 2027	Thursday	5/20/2027	6:00pm
June 2027	Thursday	6/17/2027	6:00pm
July 2027	Thursday	7/15/2027	6:00pm
September 2027	Thursday	9/16/2027	6:00pm
October 2027	Thursday	10/21/2027	6:00pm
November 2027	Thursday	11/18/2027	6:00pm

SSBPPE Subcommittee Roster

Subcommittee	Subcommittee Description	Members
Ad-hoc Work Plan	*Revision of 2026 Commission work plan.*	Michael Rodriguez Pat Crawford Peace Esonwune
Media	*Give feedback on media materials that the Public Health Division disseminates to the public, prepare talking points for the media.*	Xavier Morales Janice Kao
Prevention Strategies and Outcomes (RFP Plan)	*Review and revise requests for proposals, increase knowledge of the community, and evaluation.*	Pat Crawford Vivian Lopez Xavier Morales Ken Hecht
HCO/Procurement Performance Policy	*Recommend* HCO/Procurement *performance metrics to the Health department.*	Pat Crawford Vivian Lopez Janice Kao Holly Scheider
General Performance	*Recommend* General *performance metrics to the Health department.*	Xavier Morales Peace Esonwune Holly Scheider Janice Kao

Ad- Hoc Application Review Subcommittee
Members: Commissioners Morales, Hecht, Esonwune
Alternate: Commissioners Kao, Lopez, Crawford

Attachment 6

HHCS DEPARTMENT
2027 COUNCIL MEETING TIMELINE

Changes to council reports - We can make changes easily to reports (including subject and reccommendation up to the day ***before*** the Agenda C. packet goes to print (day 19). After day 19 removal of report from agenda, changes to subject or reccommendation need to be approved by CM at the Agenda Comm. Mtg (day 15). Changes to content of report can be done up to the day ***before*** of the printing of the final agenda (day 13). If changes to the report need to be done after day 12 we will

COUNCIL MEETING	THURSDAY 5:00 PM Reports Due to Director	THURSDAY 12:00 PM - Day 33 - DEPT. REPORTS DUE TO CLERK	THURSDAY 12:00 PM - Day 19 - AGENDA COMMITTEE PACKET TO PRINT	MONDAY 2:30 PM - Day 15 - AGENDA COMMITTEE MEETING	WEDNESDAY 11:00 AM - Day 13 - FINAL AGENDA MEETING (PRINT AGENDA ON WED.)	THURSDAY By 5:00 PM - Day 12 - COUNCIL AGENDA DELIVERY
Winter Recess [December 16, 2026 through January 25, 2027]						
Jan 26	12/10	12/24	1/7	1/11	1/13	1/14
Feb 9	12/24	1/7	1/21	1/25	1/27	1/28
Feb 23	1/7	1/21	2/4	2/9	2/10	2/10
Mar 2	1/14	1/28	2/10	2/16	2/17	2/18
Mar 16	1/28	2/11	2/25	3/1	3/3	3/4
Mar 23	2/4	2/18	3/4	3/8	3/10	3/11
Spring Recess (March 24 - April 5, 2027)						
Apr 6	2/18	3/4	3/18	3/23	3/24	3/25
Apr 20	3/4	3/18	4/1	4/5	4/7	4/8
May 4	3/18	4/1	4/15	4/19	4/21	4/22
May 11	3/25	4/8	4/22	4/26	4/28	4/29
May 25	4/8	4/22	5/6	5/10	5/12	5/13
Jun 1	4/15	4/29	5/13	5/18	5/19	5/20
Jun 15	4/29	5/13	5/27	6/1	6/2	6/3
Jun 29	5/13	5/27	6/10	6/14	6/16	6/17
Jul 6	5/20	6/3	6/17	6/21	6/23	6/24
Summer Recess (July 7 - September 13, 2027)						
Sep 14	7/29	8/12	8/26	8/30	9/1	9/2
Sep 28	8/12	8/26	9/9	9/13	9/15	9/16
Oct 5	8/19	9/2	9/16	9/20	9/22	9/23
Oct 19	9/2	9/16	9/30	10/4	10/6	10/7
Nov 2	9/16	9/30	10/14	10/18	10/20	10/21
Nov 16	9/30	10/14	10/28	11/1	11/3	11/4
Nov 30	10/14	10/28	11/10	11/15	11/17	11/18
Dec 14	10/27	11/10	11/24	11/29	12/1	12/2
Winter Recess (December 15, 2027 - January 24, 2028)						

VTO Affected Dates	Holiday Affected Dates	Religious Holiday Affected Date

10/26/2026

Reports not submitted by the deadlines listed will not be included on the agenda.

City of Berkeley
Soda Tax Revenue-FY 2027
For the Months of July 2026 - June 2027

Month	Amount
Jul-25	45,094.50
Aug-25	77,823.39
Sep-25	103,614.31
Oct-25	
Nov-25	
Dec-25	
Jan-26	
Feb-26	
Mar-26	
Apr-26	
May-26	
Jun-26	
Gross Revenue	**$ 226,532.20**

FY 2018	**$**	**1,517,949.28**
FY 2019	**$**	**1,606,177.73**
FY 2020	**$**	**1,378,196.46**
FY 2021	**$**	**995,387.49**
FY 2022	**$**	**1,047,801.97**
FY 2023	**$**	**1,185,893.91**
FY 2024	**$**	**1,110,228.70**
FY 2025	**$**	**1,058,432.12**
FY 2026	**$**	**1,045,649.29**
FY 2027	**$**	**226,532.20**
Total	**$**	**11,172,249.15**

Finance Department
General Services Division

REQUEST FOR PROPOSALS (RFP)
Specification No. XXX
FOR
HEALTHY BERKELEY 2-YEAR COMMUNITY FUNDING
PROPOSALS WILL NOT BE READ PUBLICLY

Dear Prospective Applicants,

The City of Berkeley is soliciting written proposals from qualified Community-Based Organizations (CBOs) serving Berkeley with a community-based focus to **promote reduction of consumption of sugar-sweetened beverages and to address the effects of sugar-sweetened beverage consumption on health.**

The **Healthy Berkeley Program** within the Public Health Division of the City of Berkeley is pleased to release its new Request for Proposals (RFP) for **FY2028 and FY2029** (July 1, 2027 through June 30, 2029; start date can shift based on approval of contracts).

The project scope, type of proposals sought, and vendor selection process are summarized in the RFP (attached). **Proposals must be received no later than 5 p.m., Friday, March 1, 2027.** Proposal are to be sent via e-mail with "Healthy Berkeley FY28/FY29 RFP" clearly indicated in the subject line of the e-mail. Please submit one (1) PDF of the Proposal with the filename saved as, "Proposal: *Vendor Name*, Healthy Berkeley FY28/FY29."

E-mail Proposals to:
City of Berkeley
Public Health Division
XXXX@berkeleyca.gov

Proposals will not be accepted after the date and time stated above. The City retains the right to award all or parts of this contract to several bidders, to not select any bidders, and/or to re-solicit proposals.

For questions concerning the Request for Proposal, please e-mail: XXXX@berkeleyca.gov no later than **5:00 p.m., Monday, February 8, 2027**. Please put in the e-mail subject line, "HB-RFP Questions." Answers to questions will **not** be provided individually. Answers to all the questions will be shared with everyone applying by **5:00 p.m., Wednesday, February 10, 2027.**

We look forward to receiving and reviewing your proposal.

Sincerely,
Henry Oyekanmi
Director of Finance

I. BACKGROUND/INTRODUCTION

Health inequities *are defined as "differences in health, which are not only unnecessary and avoidable but, in addition are unfair and unjust."*

A. Background/History

In November of 2014, Berkeley voters passed Measure D (the Berkeley "soda tax") with the intent "to diminish the human and economic costs of diseases associated with the consumption of sugar-sweetened beverages - by discouraging their distribution and consumption in Berkeley through a tax." Measure D provided for the establishment of a Panel of Experts (SSBPPE) to advise the City Council on "how and to what extent the City should fund programs to further reduce the consumption of sugar-sweetened beverages in Berkeley and address the consequences of such consumption." The measure was renewed through the passage of Measure Z in November 2024.

B. Rationale

Even an average of one serving per day of sugary beverages over time has been linked to Type-2 diabetes, heart disease, dental caries, and obesity. These conditions are disproportionately experienced by communities of color, whose rates of hospitalization and mortality are also higher than white people. These same communities are systemically under-resourced and targeted by sugary beverage producers. Revenues from the Berkeley sugary beverage tax have the potential to raise awareness of the health effects from the consumption of sugary beverages. Equally important, revenues from the Berkeley sugary beverage tax have put in place practices and policies that help reduce health inequities in our city and invest in communities that have been historically marginalized. A 2024 study conducted by health researchers at Kaiser Permanente and the University of California provided evidence that the children in Berkeley have improved health that can be attributed to the Berkeley soda tax.

C. Use of Funds

Since inception, funds from the soda tax have made investments in Berkeley Unified School District's gardening and cooking programs in amounts over $5,000,000. These funds have also provided more than $5,000,000 for community programming led and delivered by trusted partners in targeted communities. These programs support nutrition education, health services, and programs and policies to create healthier environments for Berkeley residents. The City of Berkeley has also received over $1,850,000 to staff the commission, to administer and coordinate the Healthy Berkeley program, and to engage in public awareness and evaluation activities as recommended by the SSBPPE Commission.

D. Funding Goals

The SSBPPE seeks to reduce health disparities by supporting community-based organizations and BUSD to reach, engage and support their constituents in one or more of the categories. below:

1. **Promotion, Marketing, and Communications Campaigns:** Proposals in this area must make efforts to change community norms about beverage choices and make efforts to reduce the consumption of sugary drinks in schools and community settings through promotion, marketing and communication materials.

2. **Policy:** Proposals in this area should develop or strengthen written rules and regulations that will help to reduce access to sugary beverages and will help increase access to water and other healthy beverages. This work could be done in settings like stores, churches, parks and recreation centers, community centers, and other places where community members go. .

3. **Chronic Disease Prevention**: Proposals in this area will address the negative health effects of sugar sweetened beverages, by offering dental and other health screenings and services. They may also provide referrals to health and nutrition services and access to healthy food and beverages.

The SSBPPE will review and recommend proposals for funding in each of the above categories. We understand that some applicants will utilize multiple strategies and we encourage that. We also encourage applicants to collaborate with other Healthy Berkeley grantees. We hope to fund projects that also deal with the beverage industry's targeting of youth and communities who are at higher risk for diet-related disease.

E. Funding Amount Available

Funding allocations from the General Fund are estimated to total $2,294,774 ($1,147,387 for FY28 and $1,147,387 for FY29) that shall be invested in a grant program administered and coordinated by the Public Health Division consistent with the SSBPPE Commission's goals to *reduce the consumption of sugar-sweetened beverages and increase the consumption of water* in Berkeley and to *address the effects on health of sugar-sweetened beverage consumption*. We estimate that community grants will be allocated at least $905,292, and that BUSD's nutrition education, garden and cooking program will be allocated up to $905,292. Any additional revenues beyond the projected amounts will be prioritized for grants. Funding will be authorized for the period from July 1, 2027 through June 30, 2029. Priority will be given to Berkeley-based organizations serving the population of Berkeley and whose primary missions are related to improving food, nutrition and health. Funding amounts are not finalized until Berkeley City Council approves funding allocations, which is estimated to occur in November 2026.

II. SCOPE OF SERVICES

A. Deliverables related to project goal and strategies

The primary goal of this funding opportunity is to support community groups to invest in the health of the Berkeley community, especially the priority populations that are targeted by beverage industry practices and who collectively experience the worst health outcomes related to the overconsumption of sugary drinks. To meet funding goals, consider using multiple, complementary strategies to increase impact.

Examples of strategies to be used in proposals:

- ❑ Change underlying systems, structures, and norms
- ❑ Adopt policies and written guidelines with plans for monitoring and enforcement
- ❑ Create community norms change around healthy beverage consumption
- ❑ Develop community capacity to promote the goals of Healthy Berkeley and of this RFP by:
  - involving community members in decision-making and priority setting
  - Investing in community and youth leadership potential
- ❑ Provide health screenings and referrals
- ❑ Decrease sugary drink marketing
- ❑ Promote healthy drinks and beverage behaviors
- ❑ Increase access to water and healthy food and reduce access to sugary beverages
- ❑ Build partnerships and collaborate with other agencies and organizations with similar goals

Examples of project activities that utilize one or more of these strategies and meet funding goals are listed in Attachment P. A minimum number of performance measures are required to be reported for each funded strategy. *(Also see the section on "Results Based Accountability" under the Submission Requirements for more information and Attachment N for examples.)*

B. Priority will be given to Berkeley based community organizations which have a history of trusted relationships in serving these populations:

- ❖ Children and their families - with an emphasis on young children who are in the process of forming lifelong habits;
- ❖ Children and young adults living in households with limited resources;
- ❖ African Americans, Latinx, and other communities with higher than average population levels of type 2 diabetes, heart disease, obesity, and tooth decay rates;
- ❖ African Americans, Latinx, low income communities and teens because these are all groups disproportionately targeted by the beverage industry's marketing.
- ❖ Pregnant women

C. Deliverables related to communicating successes

Healthy Berkeley grantees should plan and execute a communications strategy to share efforts and successes with the broader community.

Communications requirements:

- Produce at least one document each funding cycle that tells the public what the agency does and that this is made possible by funds from the soda tax.
- Send the Commission a copy of the document or product and share the dissemination plan during a commission meeting.
- Examples of communications products may include, but are not limited to: websites, social media posts, posters, flyers, contests, school assemblies, event announcements, community outreach etc.

D. **Deliverables related to working with the SSBPPE:**

The following are required every year:

1. Within 3 months of receiving funding, each grantee will attend a group meeting, facilitated by the commission to share information and resources. The meeting will be attended by representatives from all funded grantees.
2. Grantees are additionally expected to attend one commission meeting a year to give a presentation to the commission about funded project efforts.
   - A copy of the grantee's most recent communication products will be sent to the commission in advance of the meeting.
   - Presentations will follow a template provided by the SSBPPE commission.
   - Presentations will include a measure of effectiveness in changing behavior, describe policy changes, and describe how communication products are being shared.
3. Grantees will plan and host a short site visit by one or two commissioners for the purpose of meeting each other, and sharing activities, successes and challenges. The plan for the site visit

will be solely determined by the grantee as it will vary from organization to organization. The site visit can include attendance at one of the grantee's events or activities.

4. Additional reporting and/or requests for information may be requested by the commission, outside of scheduled presentations and meetings.

III. SUBMISSION REQUIREMENTS

Please follow the instructions in the cover page of this RFP. All explanations should be concise and to the point. The online application is organized in the following sections:

1. Contractor Identification:

1a. Agency Information:	
Agency Name:	
Agency Date of Incorporation:	
Agency Tax Identification Number:	
Agency Office Address:	
Executive Director's Name:	
Executive Director's Email Address:	
Executive Director's Phone Number:	
Application Contact Name: (Contact person must respond to questions within one business day.)	
Application Contact Email:	
Application Contact Phone:	
Does your agency have Tax-exempt 501(c)(3) status?	Yes ☐ No ☐
If no, provide name, address and contact person of fiscal sponsor:	

1b. Describe your Agency's Mission and experience in implementing community health projects. (250 words max.):
[Included in online application]

2. Required components of project proposals from community-based organizations:

The proposed project/activities section (under Program Description in the online application template) must follow the online application template and include the following information:

A. Project Name

B. Needs Statement (300 words limit) – Please identify the specific priority populations (as described in Section II.B. above) you serve in your organization and how this population would be a good fit for this proposal.

C. Proposed Project and Activities (500 word limit)

1) Briefly describe the goal of the program or project you would like to see funded.
2) Using the list of strategies on page 4, identify which strategies you intend to use in your program. (Note: you may add other strategies that are not listed on page 4.)
3) Using the list of activities in Attachment P, identify the kinds of activities you will use in your program. (Note: you may add other activities that are not on this list.)
4) How many people do you expect to reach with your project?
5) Do you plan to work with partners? If so, who are they?

Applicants who have previously received funding should describe how they will build on past accomplishments, reach new participants, and whether there is deeper engagement with the same community members in new ways that reinforce and build upon previous funding.

D. Anticipated obstacles (200 word limit)**:** What obstacles do you anticipate and how will you try to address them?

E. Project Measures (100 word limit)**:** Describe all the things that you will measure to know if your program is working.

F. Timeline of activities by month (limit 1 page, table format preferred)

G. Sustainability Plan (200 words limit) – Please describe how your organization will sustain the proposed project/program activities beyond the funding period.

H. Communications Plan (300 word limit) – Describe how you will meet communication requirements (described in Section II.C. above). Include what type of communication product(s) will be produced and what information will be shared.

I. Agreement to participate in the three meetings per year (1-2 sentence statement of agreement) -- Grantees are expected to do a presentation at one commission meeting, host one site visit for commissioners, and will attend one resource sharing meeting with other grantees.(See Section II.D. above.)

Required components for BUSD proposal

The proposed project/activities section (under Program Description in the online application template) must follow the online application template and include the following information:

A. Project Name

B. **Needs Statement** (200 words limit) – Please identify how the proposal will benefit the needs of the student population at each grade level and include names of all schools that will be participating in the program.

C. **Proposed Project and Activities** (800 word limit) – List specific activities for how the BUSD proposed project will meet the following:

1) Decrease access to sugary beverages and/or improve access to drinking water.
2) Increase or strengthen sugary beverage policies in school and outside of school.
3) Support the annual administration of the Berkeley adapted Youth Risk Behavior Survey (YRBS) or California Healthy Kids Survey (CHKS) to evaluate student's sugary beverage knowledge, consumption, access, and policy perceptions.
4) Increase and strengthen the garden program through nutrition education curriculum, the ways the curriculum addresses sugary beverage consumption, and communication of sugary beverage education and policy efforts to parents
5) If there is a plan to work with partners, who are they and how do you anticipate they will collaborate with BUSD staff? Identify which grade levels will be associated with each partnership.

C. Anticipated obstacles (200 word limit)**:** What obstacles do you anticipate how will you try to address them?

D. Project Measures (100 word limit): Describe the ways in which you will measure outcomes, including the way you will administer the YRBS or CHKS survey and for which students, measures for the garden and cooking program, and other measures to understand if your program is working.

E. Timeline of activities by month (Limit 1 page, table format preferred)

F. Sustainability Plan (200 words limit) – Please describe how your organization will sustain the proposed project/program activities beyond the funding period.

G. Communications Plan (300 word limit) – Describe how you will meet communication requirements (described in Section II.C. above). Include what type of communication product(s) will be produced and what information will be shared.

H. Agreement to participate in the three meetings per year (1-2 sentence statement of agreement) -- Grantees are expected to do a presentation at one commission meeting, host one site visit for commissioners, and will attend one resource sharing meeting with other grantees.

I. Additional Requirements for BUSD:

Please confirm with a yes to each of the following requirements:

1. Proposal reflects approval from the BUSD School Board: Yes/No
2. BUSD will not sell or serve sugar-sweetened beverages (as defined by the sugary beverage tax) at any BUSD schools or campuses: Yes/No
3. Awarded funding will not supplant BUSD FY28 and FY29 General Fund allocations: Yes/No
4. Funded projects will publicly reflect support from Healthy Berkeley Program: Yes/No
5. Funded projects and programs will include evaluation of their process and outcomes: Yes/No

3. Results Based Accountability

The Health, Housing & Community Services (HHCS) Department will use a framework called Results Based Accountability (RBA) to provide us with a common language and method to strengthen our programs.

Applicants must address the three basic RBA questions: *"How much work was done? How well was it done? and, Are agency clients better off as a result of the services provided?"* and identify SMART (specific, measurable, attainable, relevant, timely) objectives for each service (see **Attachment N** for the most recent list of examples). Providers can expect to be asked how they measure whether clients are better off and the quality of the delivered services. HHCS will work with the funded grantees to select and identify appropriate performance measures for each proposed strategy. Further information on RBA implementation can be found at: http://www.raguide.org/. A final list of the performance measures corresponding to each strategy will be shared at the grant application information session. Funded organizations must be willing to participate in Program-wide Healthy Berkeley evaluation activities and submit the commitment form (**Attachment C**).

4. Client References: *(3-5 References is usual)*

Provide a minimum *of 3 (three)* client references. References should be located in California. Provide the designated person's name, title, organization, address, telephone number, and the project(s) that were completed under that client's direction.

5. Price Proposal:

No single agency or organization may receive more than 50 percent of the available funds allocated for community grants. The grant minimum is $10,000**.**

The proposal shall include pricing for all services in the project budget that itemizes all projected costs for the proposed project/activities **(Attachment B).** The Proposal shall itemize all services, including hourly rates for all professional, technical and support personnel, and all other charges related to completion of the work shall be itemized. Pricing shall be all inclusive unless indicated otherwise. Pricing proposals shall be a separate document (**Attachment B**).

Note on maintenance cost: If equipment is being purchased in this RFP, and future maintenance of the equipment can only be provided by the equipment supplier, the maintenance cost for 3 years beyond the initial warranty period must be requested in the RFP pricing section. The maintenance cost must be included and evaluated as part of the pricing evaluation. For further discussion or guidance on this issue, please contact Finance – General Services.

6. Contract Terminations:

If your organization has had a contract terminated in the last five (5) years, describe such incident. Termination for default is defined as notice to stop performance due to the vendor's non-performance or poor performance and the issue of performance was either (a) not litigated due to inaction on the part of the vendor, or (b) litigated and such

litigation determined that the vendor was in default.

Submit full details of the terms for default including the other party's name, address, and phone number. Present the vendor's position on the matter. The City will evaluate the facts and may, at its sole discretion, reject the proposal on the grounds of the past experience.

If the firm has not experienced any such termination for default or early termination in the past five (5) years, so indicate.

7. Other Submission Requirements: Please upload the (associated evidence) in the "Attachments" for the following:

A. Funded organizations must have in place, or agree to adopt prior to being funded, an organizational policy prohibiting serving sugar-sweetened beverages at organization-sponsored events or meetings. (Copy of the organizational policy)

B. Awarded funding will not supplant (i.e. replace) any existing funding. (Commitment letter)

C. Funded projects will publicly reflect support from City of Berkeley's Healthy Berkeley Program. (Commitment letter)

D. Funded organization is 100% compliant with City Requirements (as noted in Section VI & VII). (Commitment letter)

E. Applicant must submit their commitment to provide resources (i.e. additional data collection, point person for coordination, etc.) for the program-wide Healthy Berkeley evaluation. (**Attachment C**) signed by the organization's Executive Director.

8. SELECTION CRITERIA

Project teams should exhibit the competence to perform and fulfill the full scope of services as contained in Section II.

The following criteria and attached screening questions **(Attachment O)** will be considered, although not exclusively, in determining which proposals are funded. Applications from previously funded grantees will also be reviewed for how the proposed projects will build on past accomplishments, reach new participants, and whether there is deeper engagement with the same community members in new ways that reinforce and build upon previous projects.

A. Include specific goals for how your project will meet the following scoring criteria:

1. The proposed project aims to decrease consumption of sugary drinks, increase access to drinking water, and/or address health effects from consumption of sugary drinks. (25%)
2. The proposed project indicates how people and communities in the priority populations will be reached. (20%)
3. Describes both strategies and activities that will be used to reach their goals (30 %)
4. The proposal includes a plan for sustaining their efforts and communicating activities, and successes to the larger Berkeley community. (15%)

5. Proposal budget matches the work plan and is appropriate. (10%)

Two (2) selection panels will be convened as follows to review the grant applications:

1. SSBPPE Commission Panel, comprised of appointed leaders in health promotion, equity, programming and evaluation, has a statutory responsibility to make recommendations to the Berkeley City Council on how to invest funds in a manner that advances the Measure D intent language.
2. Public Health Staff Panel provides administrative review support to ensure compliance with Measure D legislation, vendor history and past performance, and compliance with City of Berkeley funding requirements.

9. PAYMENT

Invoices: Invoices must be fully itemized, and provide sufficient information for approving payment and audit. Invoices must be accompanied by receipt for services in order for payment to be processed. Mail invoices to the Project Manager and reference the contract number.

City of Berkeley
Accounts Payable
PO Box 700
Berkeley, CA 94701
Attn: **Roberto Terrones/HHCS, Public Health Division**

Payments: The City will make payment to the vendor within 30 days of receipt of a correct and complete invoice.

10. CITY REQUIREMENTS

A. Non-Discrimination Requirements:

Ordinance No. 5876-N.S. codified in B.M.C. Chapter 13.26 states that, for contracts worth more than $3,000 bids for supplies or bids or proposals for services shall include a completed Workforce Composition Form. Businesses with fewer than five employees are exempt from submitting this form. (See B.M.C. 13.26.030)

Under B.M.C. section 13.26.060, the City may require any bidder or vendor it believes may have discriminated to submit a Non-Discrimination Program. The Contract Compliance Officer will make this determination. This applies to all contracts and all consultants (contractors). Berkeley Municipal Code section 13.26.070 requires that all contracts with the City contain a non-discrimination clause, in which the contractor agrees not to discriminate and allows the City access to records necessary to monitor compliance. This section also applies to all contracts and all consultants. **Bidders must submit the attached Non-Discrimination Disclosure Form with their proposal**

B. Nuclear Free Berkeley Disclosure Form:

Berkeley Municipal Code section 12.90.070 prohibits the City from granting contracts to companies that knowingly engage in work for nuclear weapons. This contracting prohibition may be waived if the City Council determines that no reasonable alternative exists to doing business with a company that engages in nuclear weapons work. If your company engages in work for nuclear weapons, explain on the Disclosure Form the nature

of such work. **Bidders must submit the attached Nuclear Free Disclosure Form with their proposal**.

C. Oppressive States:

The City of Berkeley prohibits granting of contracts to firms that knowingly provide personal services to specified Countries. This contracting prohibition may be waived if the City Council determines that no reasonable alternative exists to doing business with a company that is covered by City Council Resolution No. 59,853-N.S. If your company or any subsidiary is covered, explain on the Disclosure Form the nature of such work. **Bidders must submit the attached Oppressive States Disclosure Form with their proposal**.

D. Sanctuary City Contracting Ordinance:

Chapter 13.105 of the Berkeley Municipal Code prohibits the City from granting and or retaining contracts with any person or entity that provides Data Broker or Extreme Vetting services to the U.S. Immigration and Customs Enforcement Division of the United States Department of Homeland Security ("ICE"). **Bidders must submit the attached Sanctuary City Compliance Statement with their proposal**.

E. Conflict of Interest:

In the sole judgment of the City, any and all proposals are subject to disqualification on the basis of a conflict of interest. The City may not contract with a vendor if the vendor or an employee, officer or director of the proposer's firm, or any immediate family member of the preceding, has served as an elected official, employee, board or commission member of the City who influences the making of the contract or has a direct or indirect interest in the contract.

Furthermore, the City may not contract with any vendor whose income, investment, or real property interest may be affected by the contract. The City, at its sole option, may disqualify any proposal on the basis of such a conflict of interest. **Please identify any person associated with the firm that has a potential conflict of interest.**

F. Berkeley Living Wage Ordinance:

Chapter 13.27 of the Berkeley Municipal Code requires that contractors offer all eligible employees with City mandated minimum compensation during the term of any contract that may be awarded by the City. If the Contractor is not currently subject to the Living Wage Ordinance, cumulative contracts with the City within a one-year period may subject Contractor to the requirements under B.M.C. Chapter 13.27. A certification of compliance with this ordinance will be required upon execution of a contract. The current Living Wage rate can be found here: https://www.cityofberkeley.info/Finance/Home/Vendors_Living_Wage_Ordinance.aspx. The Living Wage rate is adjusted automatically effective June 30th of each year commensurate with the corresponding increase in the Consumer Price Index published in April of each year. If the Living Wage rate is adjusted during the term of your agreement, you must pay the new adjusted rate to all eligible employees, regardless of what the rate was when the contract was executed.

G. Berkeley Equal Benefits Ordinance:

Chapter 13.29 of the Berkeley Municipal Code requires that contractors offer domestic partners the same access to benefits that are available to spouses. A certification of compliance with this ordinance will be required upon execution of a contract.

H. Statement of Economic Interest:

The City's Conflict of Interest Code designates "consultants" as a category of persons who must complete Form 700, Statement of Economic Interest, at the beginning of the contract period and again at the termination of the contract. The selected contractor will be required to complete the Form 700 before work may begin.

11. OTHER REQUIREMENTS

A. Insurance

The selected contractor will be required to maintain general liability insurance in the minimum amount of
$2,000,000, automobile liability insurance in the minimum amount of $1,000,000 and a professional liability insurance policy in the amount of $2,000,000 to cover any claims arising out of the performance of the contract. The general liability and automobile insurance must name the City, its officers, agents, volunteers and employees as additional insureds.

B. Worker's Compensation Insurance:

A selected contractor who employs any person shall maintain workers' compensation insurance in accordance with state requirements. Sole proprietors with no employees are not required to carry Worker's Compensation Insurance.

C. Business License

Virtually every contractor that does business with the City must obtain a City business license as mandated by B.M.C. Ch. 9.04. The business license requirement applies whether or not the contractor has an office within the City limits. However, a "casual" or "isolated" business transaction (B.M.C. section 9.04.010) does not subject the contractor to the license tax. Warehousing businesses and charitable organizations are the only entities specifically exempted in the code from the license requirement (see B.M.C. sections, 9.04.295 and 9.04.300). Non-profit organizations are granted partial exemptions (see B.M.C. section 9.04.305). Persons who, by reason of physical infirmity, unavoidable misfortune, or unavoidable poverty, may be granted an exemption of one annual free license at the discretion of the Director of Finance. (see B.M.C. sections 9.04.290).

Vendor must apply for a City business license and show proof of application to urchasing Manager within seven days of being selected as intended contractor.

The Customer Service Division of the Finance Department located at 1947 Center Street, Berkeley, CA 94704, issues business licenses. Contractors should contact this division for questions and/or information on obtaining a City business license, in person, or by calling 510-981-7200**.**

D. Recycled Paper

Any printed reports for the City required during the performance of the work shall be on 100% recycled paper, and shall be ***printed on both sides of the page*** whenever practical.

E. State Prevailing Wage:

Certain labor categories under this project may be subject to prevailing wages as identified in the State of California Labor Code commencing in Section 1770 et. seq. These labor categories, when employed for any "work performed during the design and preconstruction phases of construction including, but not limited to, inspection and land surveying work," constitute a "Public Work" within the definition of Section 1720(a)(1) of the California Labor Code requiring payment of prevailing wages.

Wage information is available through the California Division of Industrial Relations web site at: http://www.dir.ca.gov/OPRL/statistics_and_databases.html

VIII. SCHEDULE (dates are subject to change)

❑	Issue RFP to Potential Bidders:	Monday, February 1, 2027
❑	Questions Due	Monday, February 8, 2027
❑	Proposals Due from Potential Bidders	Monday, March 1, 2027
❑	Complete Selection Process	Thursday, April 18, 2027
❑	Council Approval of Contract (over $50k)	Tuesday, June 15, 2027
❑	Award of Contract	Wednesday, June 16, 2027
❑	Sign and Process Contract	Friday, July 16, 2027
❑	Notice to Proceed	Monday, July 19, 2027

Thank you for your interest in working with the City of Berkeley for this service. We look forward to receiving your proposal.

- Check List of Required items for Submittal — Attachment A
- Proposed Budget Worksheet — Attachment B
- Healthy Berkeley Evaluation Commitment Form — Attachment C
- Non-Discrimination/Workforce Composition Form — Attachment D
- Nuclear Free Disclosure Form — Attachment E
- Oppressive States Form — Attachment F
- Sanctuary City Compliance Statement — Attachment G
- Living Wage Form — Attachment H
- Equal Benefits Certification of Compliance — Attachment I
- Certification of Anti-Lobbying — Attachment J
- Certification of Drug-Free Workplace — Attachment K
- Right to Audit Form — Attachment L
- Insurance Endorsement — Attachment M

Upon the completion of the selection process for funding, successfully funded applicants will be required to upload all submission requirements and above attachments (A-M) on www.citydataservices.com for reporting and invoicing purposes.

Reference Documents: Provided as guidance for applicants.

- Results Based Accountability: Common Performance Measures — Attachment N
- Selection Criteria and Screening Questions for Reviewers — Attachment O
- Examples of projects and activities — Attachment P

Public Health Division Update to SSBPPE Commission

November 19, 2026

Janice Chin, MPH, PMP, CPC, TIPC
Public Health Division Manager

Roberto Terrones, MPH
Health Services Program Specialist



CITY OF BERKELEY
HEALTH, HOUSING AND COMMUNITY SERVICES

Enhancing Community Life and Supporting Health and Wellness for All

Last Three Healthy Berkeley Funding Cycles

Healthy Berkeley Funded Contractors FY 2022 - 2027						
	Cycle 5		Cycle 6		Cycle 7	
Contractor	FY2022	FY2023	FY2024	FY2025	FY2026	FY2027
18 Reasons	$ 29,750.00	$ 29,750.00				
Bay Area Community Resources	$ 58,000.00	$ 58,000.00	$ 42,932.45	$ 42,932.45		
BUSD	$ 475,726.00	$ 475,726.00	$ 352,528.03	$ 352,528.02	$ 452,646.00	$ 452,646.00
Berkeley Food Network					$ 37,500.00	$ 37,500.00
Berkeley Youth Alternatives	$ 38,800.00	$ 38,800.00	$ 53,075.00	$ 53,075.00	$ 54,330.00	$ 54,330.00
Community Health Education Institute	$ 27,724.00	$ 27,724.00				
Ecology Center	$ 121,125.00	$ 121,125.00	$ 50,189.15	$ 50,189.15	$ 70,375.00	$ 70,375.00
Fresh Approach	$ 50,189.00	$ 50,189.00				
Healthy Black Families	$ 222,665.00	$ 222,665.00	$ 107,687.25	$ 107,687.25	$ 102,158.00	$ 102,158.00
Lifelong Medical Care	$ 118,575.00	$ 118,575.00	$ 65,216.53	$ 65,216.52	$ 89,329.00	$ 89,329.00
Multicultural Institute	$ 15,000.00	$ 15,000.00	$ 27,500.00	$ 27,500.00	$ 45,000.00	$ 45,000.00
YMCA of the East Bay	$ 85,275.00	$ 85,275.00	$ 48,461.60	$ 48,461.60	$ 53,954.00	$ 53,954.00
Total	**$ 1,242,829.00**	**$ 1,242,829.00**	**$ 747,590.01**	**$ 747,589.99**	**$ 905,292.00**	**$ 905,292.00**

FY 2026 Healthy Berkeley Overall Contractor Performance

(Last Updated 9/4/26)

- 78% of the 113 Contract Deliverables were fully met.
- 47% of the Required Quarterly Progress Reports were Submitted On Time
- 50% of the Statement of Expenses (Invoices) were Submitted On Time
- 5% ($43,352) of the Total FY26 Allocation was unspent.

Recommendation: Discontinue the advanced payment option for all future contracts.

Note: Refer to Appendix 1 for detailed information

Identified Healthy Berkeley Contractor Challenges



Source: 9/24/26 Quarterly HB Grantee Meeting

Healthy Berkeley Contractor Successes

Identifying food sourcing guidelines through apps you can have on your phone; offered accessible tools to support nutrition and food security

Maintained programming at all 17 sites across the district

Mentored and graduated 18 Scholars in 2026 for the Youth Environmental Academy and in the process of hiring 3 new interns who graduated from YEA

Developed new funding streams and started to work in the afterschool space

Strengthened partnerships with CBOs to support food security at Berkeley High School, Berkeley Technology Academy and community-based sites.

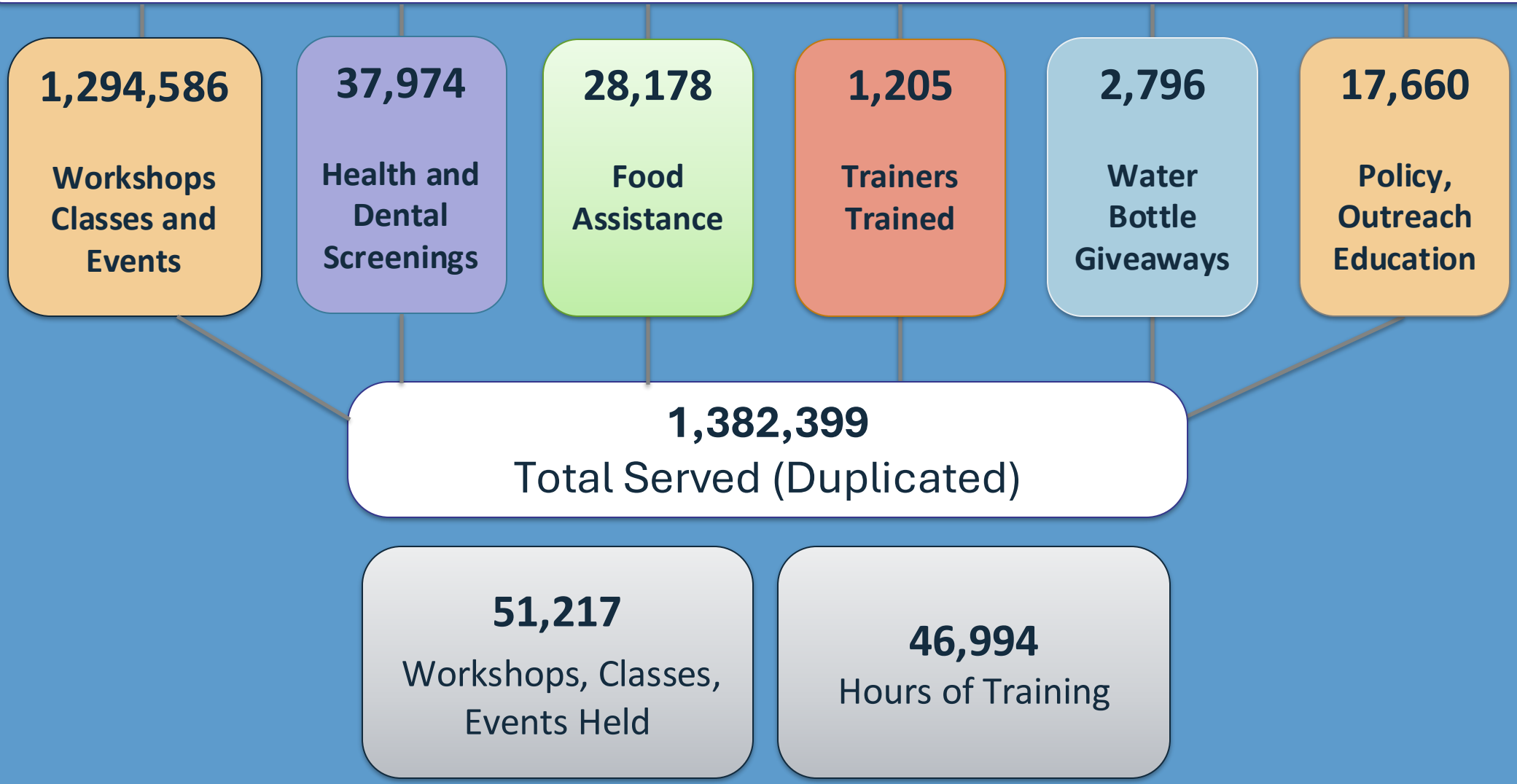
Created a multi-lingual community outreach newsletter and relevant social media content was a fun way to engage with community!

Incorporated oral health/dental lens to outreach activities

Expanded outreach efforts and connected with more community members on screenings and outreach events

Source: 9/24/26 Quarterly HB Grantee Meeting

Healthy Berkeley Participation FY 2018 – FY 2026



Source: Agency Program Reports, City Data Services

Refillable Hydration Stations *(last updated 10/2026)*





<u>24</u> Refillable Hydration Stations installed throughout the City

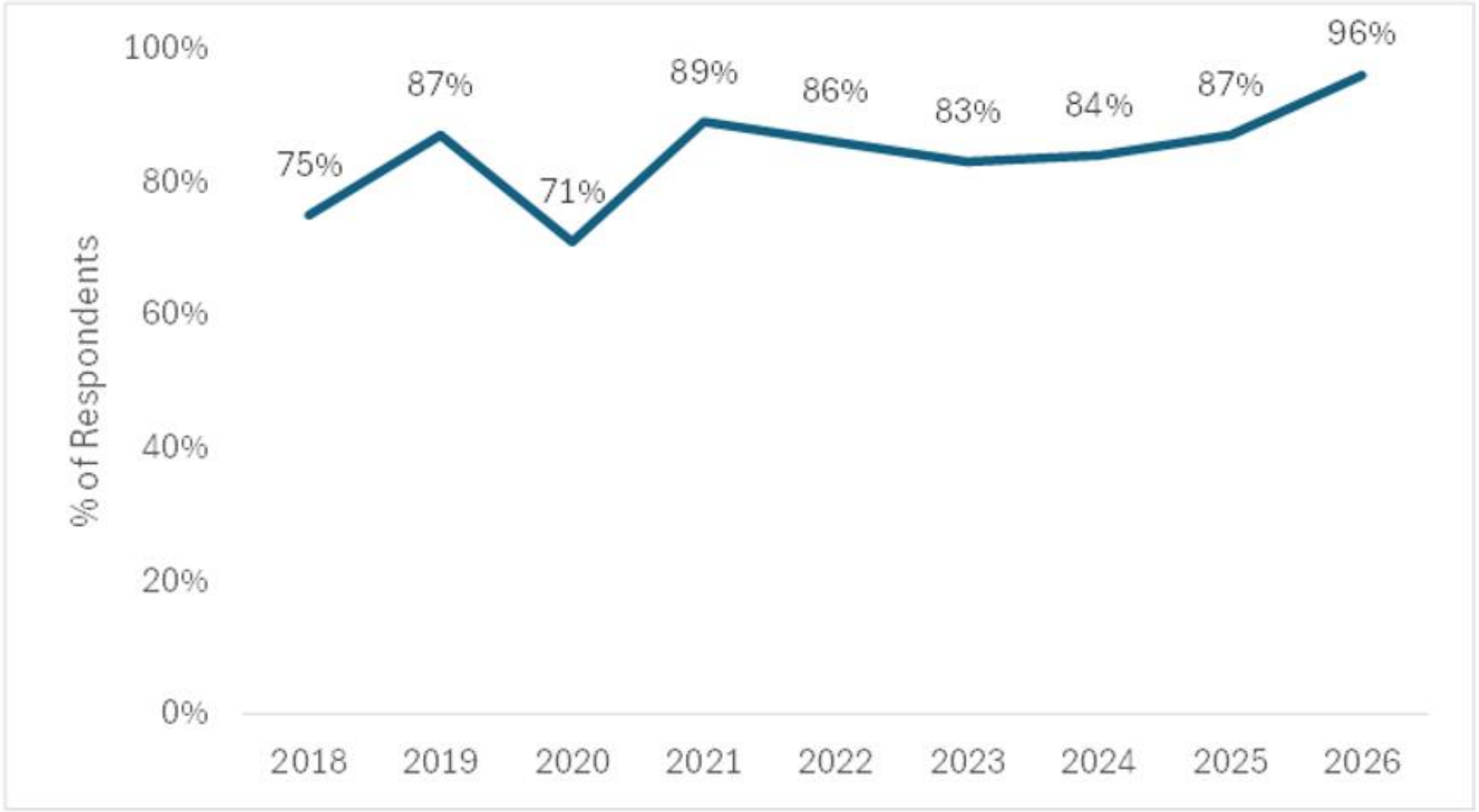
- 16 indoor units
- 8 outdoor units

<u>Cumulative Data from 2021 – present</u>

- Total number of plastic bottles saved = **331,458***
- Total gallons of water consumed = **43,786***

**Outdoor units water consumption is not trackable*
**Does not include Young Adult Project site which is currently closed for construction*

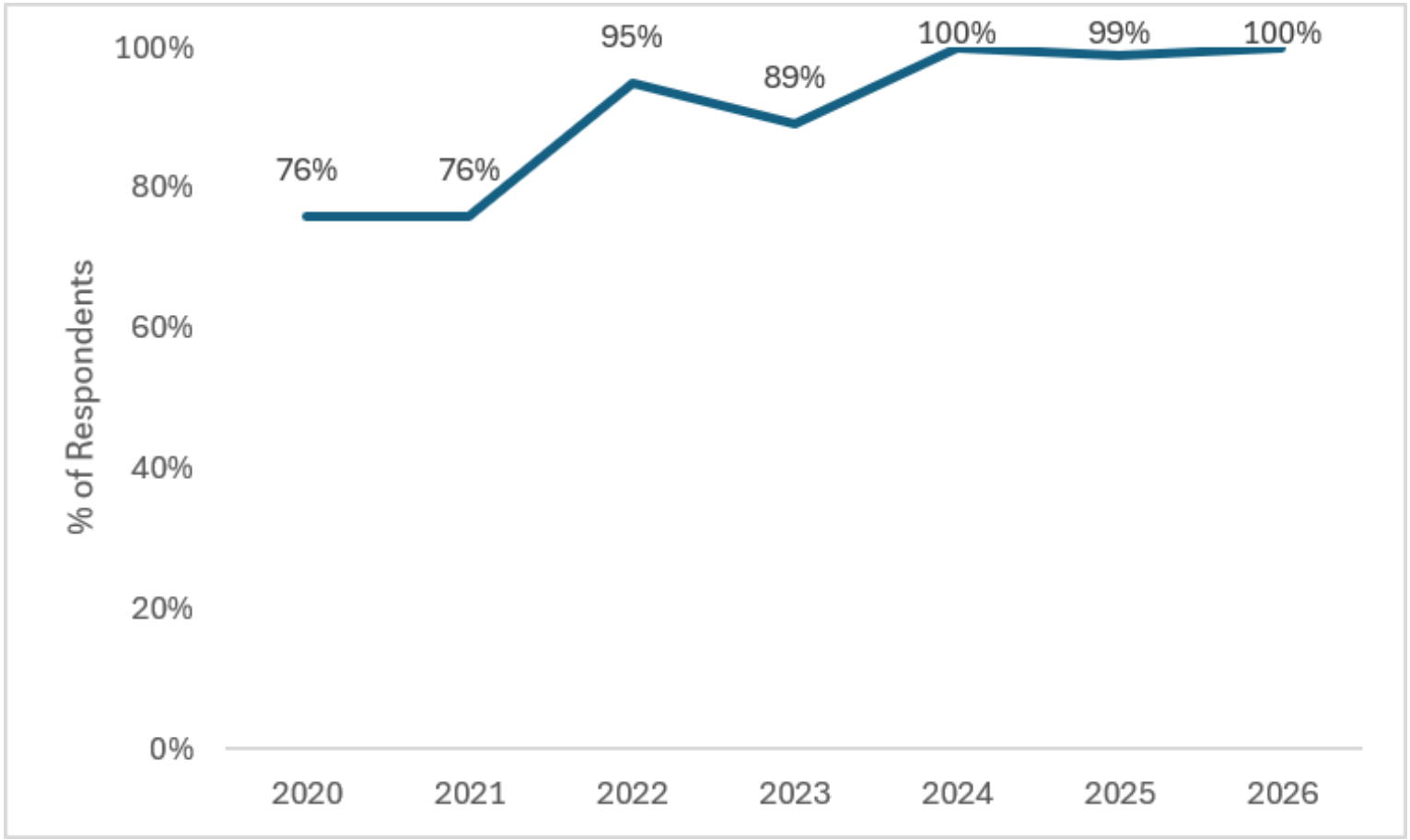
Increased Motivation to Reduce SSB Consumption FY 2018 - FY 2026



n= # of respondents
N = # of contractors

Source: Agency Program Reports, City Data Services

Increased Access to Healthy Food
FY 2020 – FY 2026

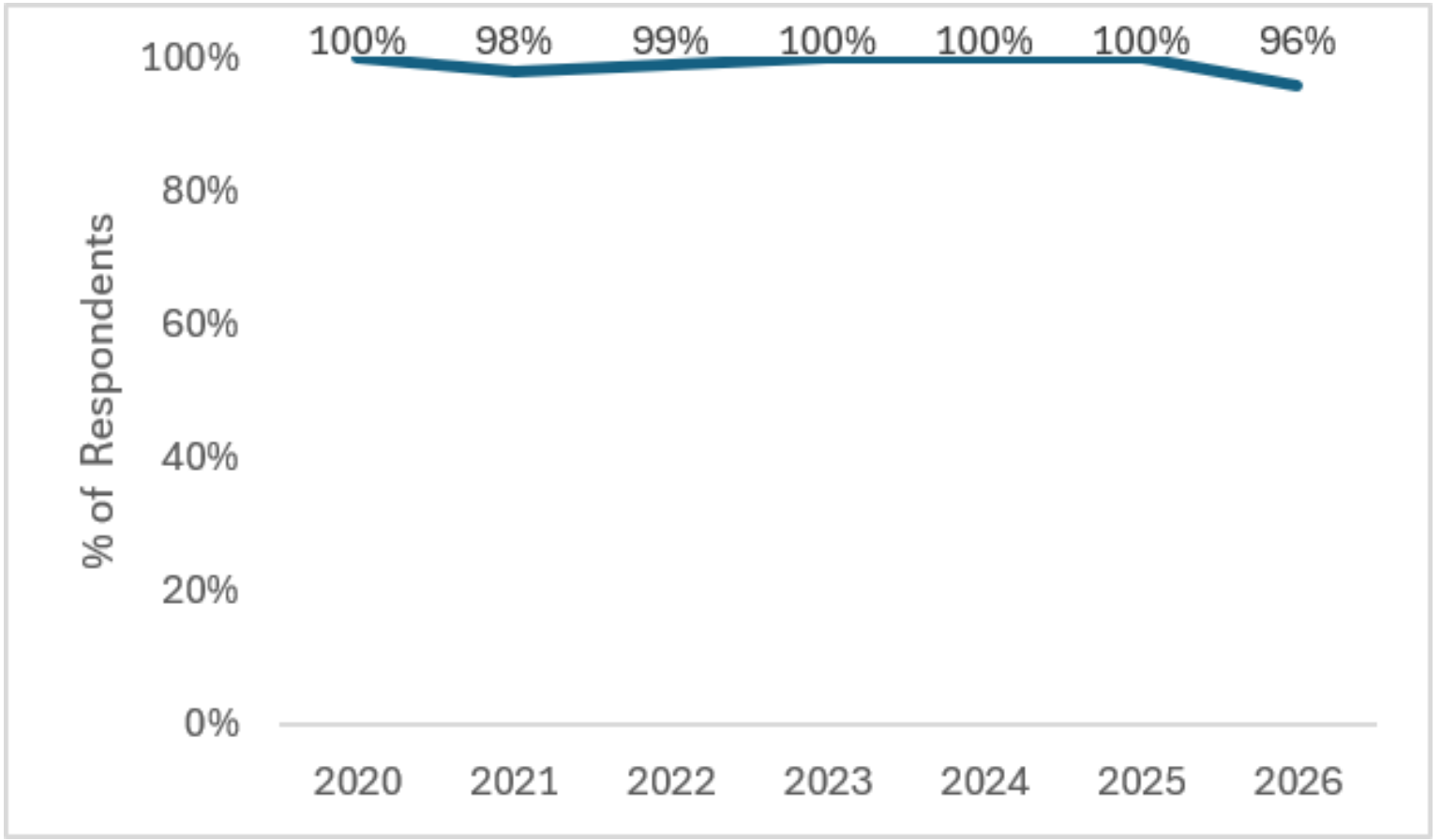


2020	2021	2022	2023	2024	2025	2026
n=387	n=383	n=432	n=1,576	n=837	n=520	n=913
N=2	N=5	N=2	N=3	N=2	N=1	N=1

n= # of respondents
N = # of contractors

Source: Agency Program Reports, City Data Services

Increased Confidence to Make Positive Changes in Their Communities FY 2020 – FY 2026

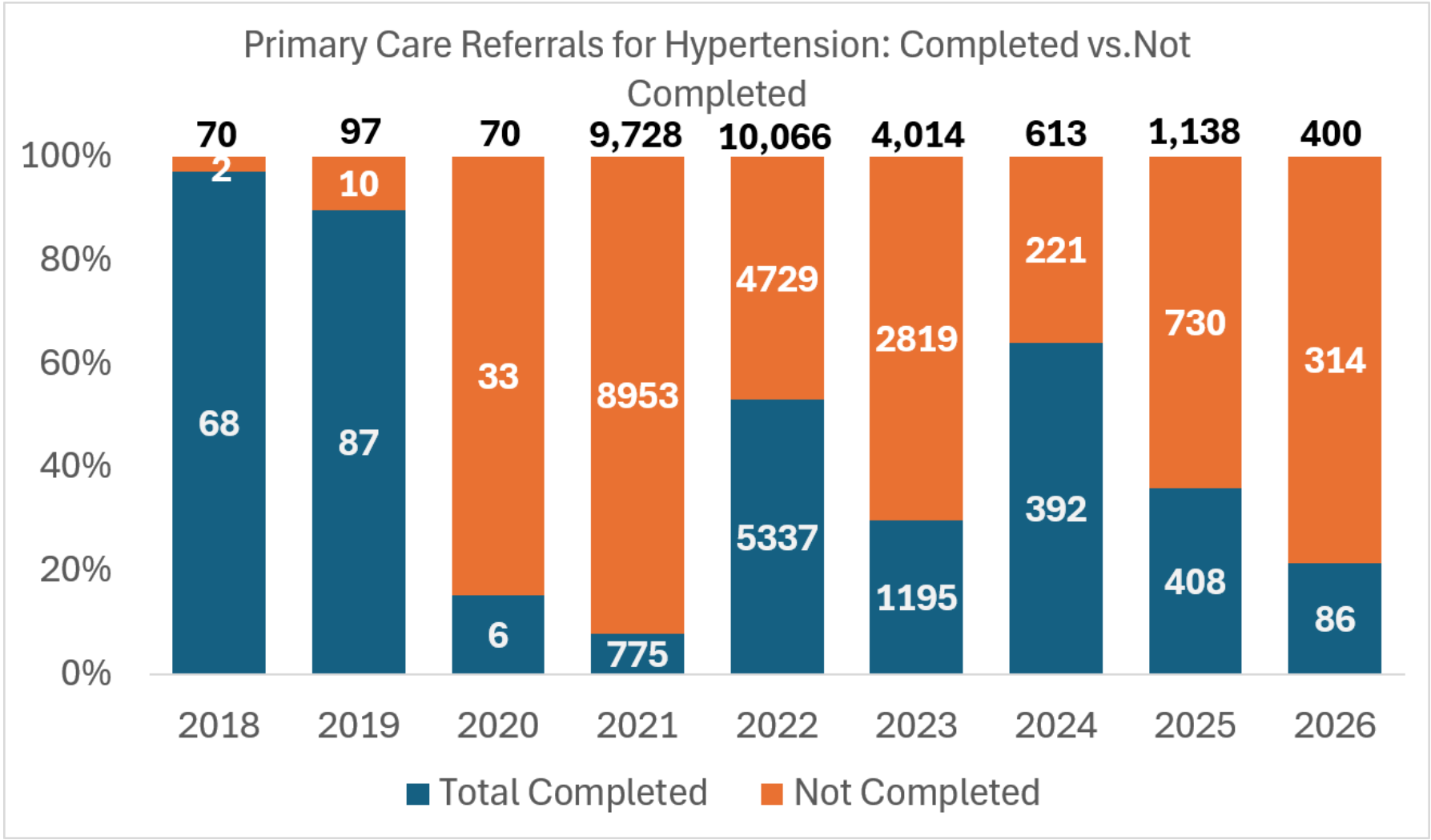


2020	2021	2022	2023	2024	2025	2026
n=35	n=199	n=2,341	n=2,335	n=118	n=25	n=160
N=4	N=5	N=6	N=5	N=4	N=3	N=4

n= # of respondents
N = # of contractors

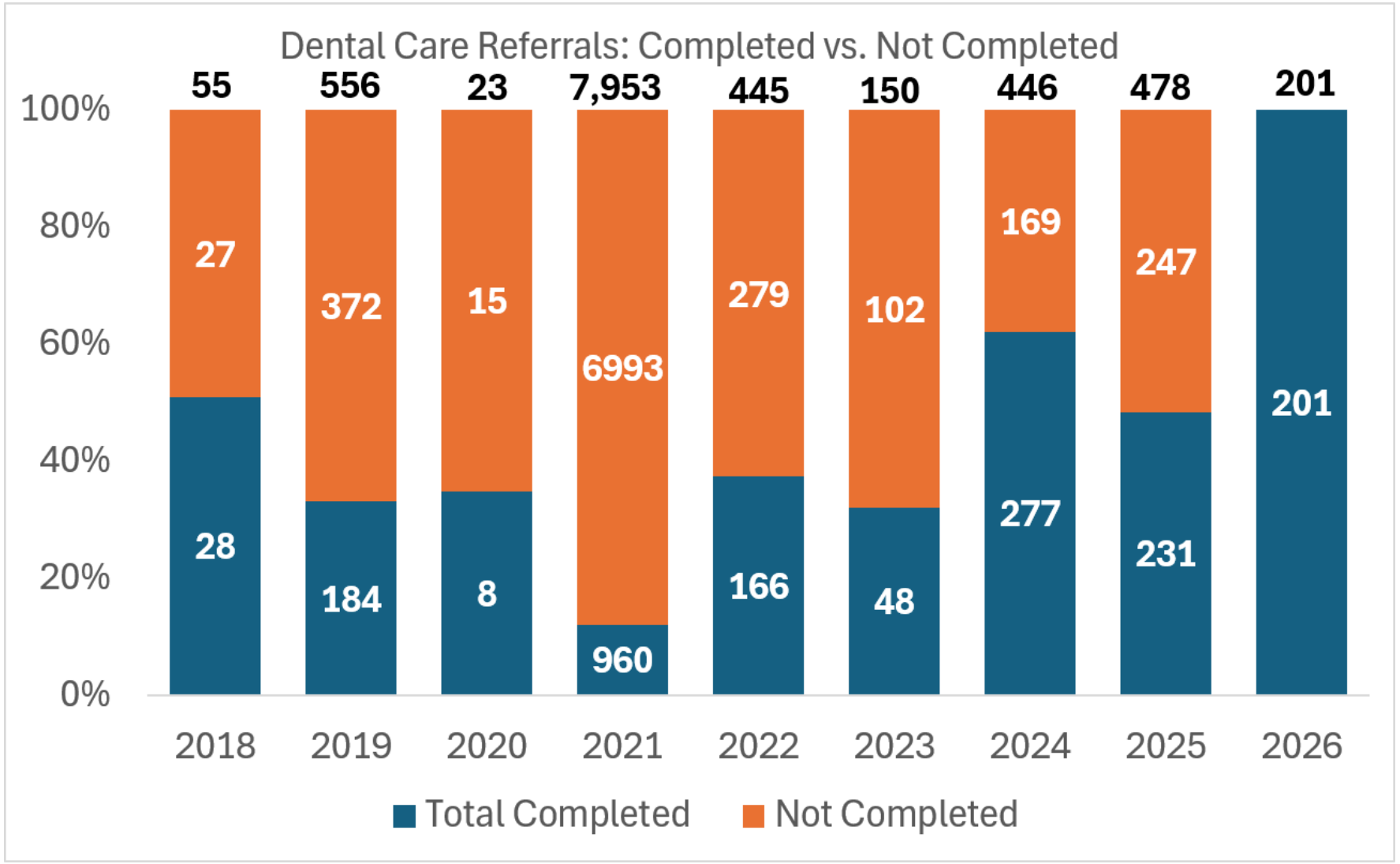
Source: Agency Program Reports, City Data Services

LifeLong Medical:
Primary Care Referrals for Hypertension
FY 2018 – FY 2026



Source: Agency Program Reports, City Data Services

LifeLong Medical: Dental Care Referrals
FY 2018 – FY 2026



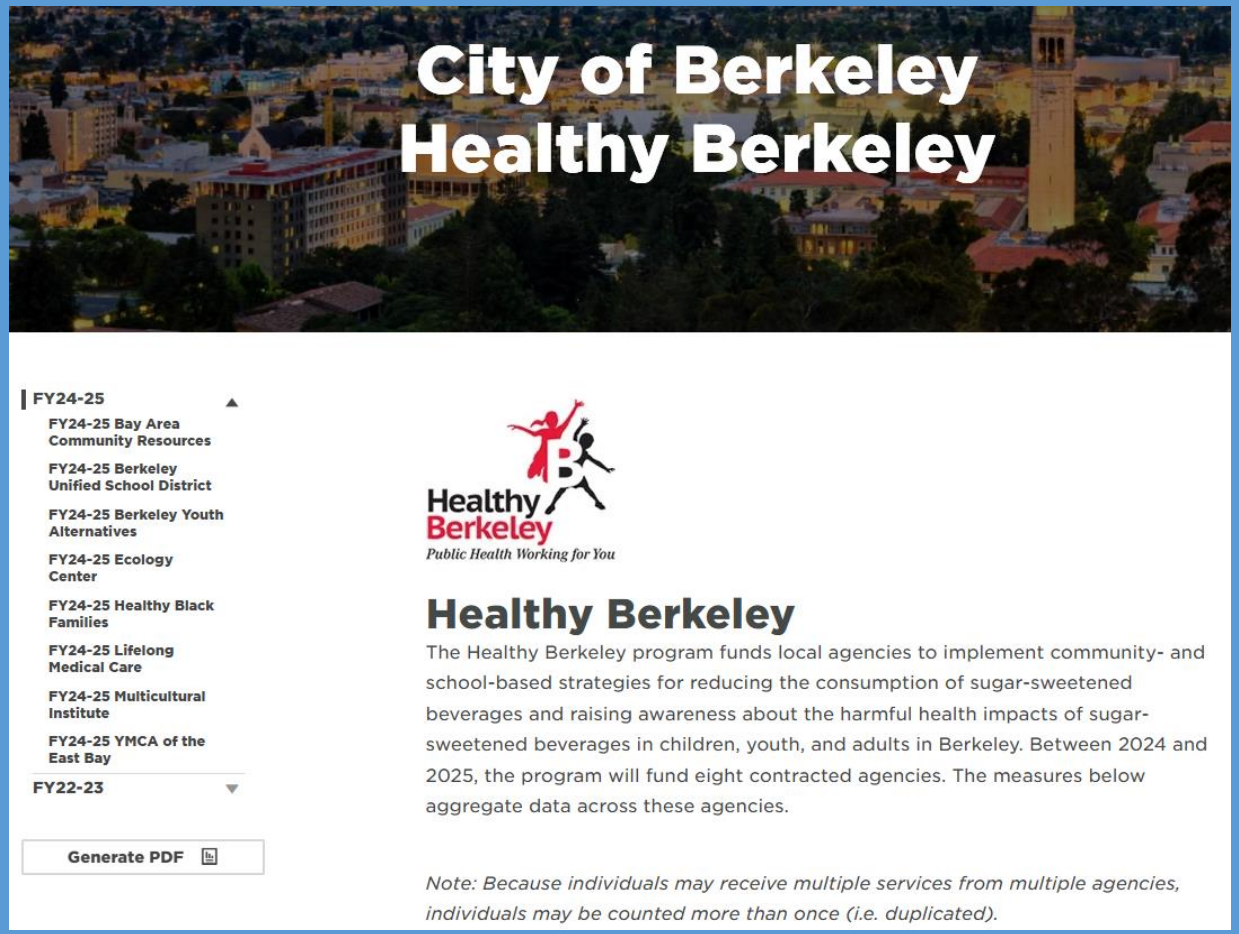
Source: Agency Program Reports, City Data Services

Healthy Berkeley Dashboard

VIEW online:

https://dashboards.mysidewalk.com/healthy-berkeley-dashboard-54cdbe6f36be

Password: *HB2025RBA*



Leveraging SSB Funding



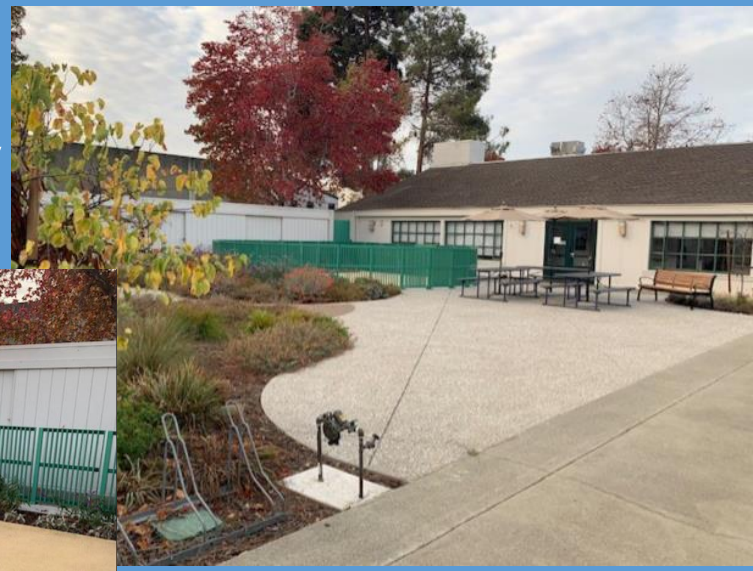
West Berkeley Family Wellness Center Grand Re-Opening
June 27, 2025



Funding for West Berkeley Family Wellness Center Renovations

- Community Development Block Grant
- City General Fund
- Community Garden grant – Bayer and Rebuilding Together
- Family Friendly Courtyard with youth play area – City SSB Funds







Leveraging SSB Funding

FY 2026 IMPACT

Investment in **four (4)** Community Based Contracts for Wellness and Health Classes



Type of classes offered: Yoga, Urban Gardening, Physical Movement Classes, Mental Wellness and Mindfulness Classes

- **119** free community health classes conducted
- **231** unique participants
- **32%** have attended more than three (3) classes





Leveraging SSB Funding

FY 2027 Growth
Investment in **six (6)** Community Based Contracts for Wellness and Health Classes

Type of classes offered: Yoga, Prenatal Yoga, Urban Gardening, Healthy Cooking, Mental Wellness and Mindfulness Classes

- **63** free community health classes conducted through Q1
- **205** unique participants
- **47%** of participants have attended 3 or more classes

Class Programming was:
- *Informed by CHIP*
- *Prompted by the loss of our State funded Nutrition Program in FY 2026*





Leveraging SSB Funding

Participant Feedback:

- 100% of participant respondents would recommend the classes
- 100% of participant respondents felt welcomed and respected.
- Average instructor rating – 4.93 out of 5 stars

Participant respondents attend WBFWC Free Community Classes for the following reasons:

- **73%** for health reasons
- **56%** for stress reduction
- **59%** connect with others
- **51%** to learn new skills
- **22%** for recreation
- **5%** for other reasons



Leveraging SSB Funding













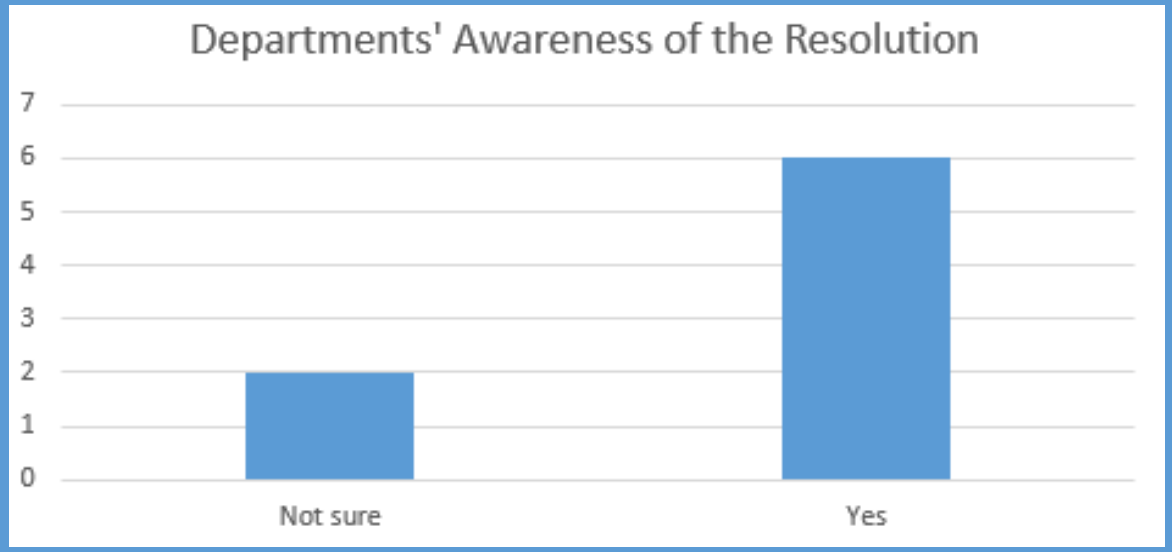


SSB Procurement Resolution

Resolution 69,917 - N.S.



Department Survey Results



Were any SSBs purchased, sold, or served in their Department?

87% (7) responded "No"
13% (1) responded "Yes"

Were any SSBs purchased, sold, or served on City property?

75% (6) responded "No"
25%(2) "Not Sure"

N = 8 Departments responses
Total Number of City Departments = 12

Department Survey Results

# of known vending machines on Department premises

0

# of known vending machines that offer SSBs

0

When SSBs or SSBs within vending machines were removed.

- There haven't been any since at least 2020.
- Not Sure, a long time ago, ~ 15+ years
- We Never Had Any
- I Don't Know x 2
- Prior to 2014
- About 5 years

N = 8 Departments responses
Total Number of City Departments = 12

Department Survey Results

There were no identified challenges in removing SSBs from Departments.

" It was a bit difficult in the beginning, but staff adopted"

Suggestions for future improvement in removing SSBs from Department and City premises.

" Better healthy alternatives"

N = 8 Departments responses
Total Number of City Departments = 12

Healthy Checkout Ordinance

Berkeley Municipal Code 9.82.030



Stores visits and Compliance Rates

Visit Purpose Codes are in Row 1 of the Store Visits Matrix

(1) Visit purpose codes:

- **A**= assessment of checkout area product compliance
- **E**= engaging/educating store staff on HCO program
- **P**= provided TA re: product compliance
- **D**= provided TA re: distance of non-compliant products from checkout
- **O**= other outreach (briefly describe)

(2) Comment on reasons why particular stores were not visited:
No comments on the matrix. The only stores that were not visited were those that had closed down/no longer in operation at the time of visits.

Quarterly Store Visits and Compliance Rates FY 2024 – FY 2027, Q1

Description	FY24 Q1	FY24 Q2	FY24 Q3	FY25 Q1	FY25 Q4	FY26 Q1	FY26 Q2	FY26 Q3	FY26 Q4	FY27 Q1
Visit codes	A	A	E,O	A,E,P,D	A	A,E,P,D	A	E,P,O	A	A,E,P,D
Months between visits	n/a	3	3	6	6	3	3	3	3	3
Total # of stores visited	22/22	21/21	21/21	21/21	20/20	20/20	20/20	20/20	20/20	20/20
% of stores compliant - food/beverage categories	50%	43%	n/a	29%	35%	55%	50%	45%	65%	75%
% of stores compliant – distance from checkout	50%	43%	n/a	29%	35%	55%	50%	45%	65%	75%
% of store managers talked to	0%	0%	100%	100%	95%	95%	0%	65%	0%	90%

Compliance

Common Non-Compliant Products and Product Categories

- Chocolates
- Chocolate covered nuts
- Low sugar
- Drinks with artificial sweeteners
- Low sugar candy
- Meat sticks
- Protein bars
- Dessert snacks
- Breads

Compliance

- Interpretation that an area between cash registers and start of aisles is a walkway rather than a check-out line area. In this area, the store has a basket unit with a few items that do not meet criteria.

- Refrigerated case has uncooked refrigerated desserts which do not meet HCO guidelines. The manager agreed to move this case to a different location.

Monitoring and Enforcement

Monitoring and Follow-up

City staff developed protocol addressing:

How feedback about non-compliance has been provided to the stores:

- Feedback is primarily provided verbally or in writing.

Follow-up after feedback has been provided:

- Continue to conduct quarterly round of store visits, each time assessing for compliance.

Remediation and Enforcement

- It is not within Public Health's purview to do remediation and enforcement.

Technical Assistance, Education, Engagement

Education and Engagement

Strategies used to support stores' understand the purpose of the ordinance

- Review the findings and the ordinance with managers.
- Provide Technical Assistance as needed and/ or as requested from managers.

Talking points found useful for different kinds of visits

- Reviewing why certain food items or beverages do not meet the guidelines.
- Positive affirmation for making attempts to find healthier food items and beverages

Success Stories

- One store completely removed all food items and beverages from the checkout area, achieving full compliance.

- A new manager at another store completely revamped the checkout area and most recently only had one non-compliant item.

Materials and Resources

Materials, resources, or surveys provided to stores

- Copy of HCO Ordinance No. 7,734-N.S.
- *Healthy Checkout Product Guide for Retailers* - Center for Science in the Public Interest
- Healthy Checkout Survey
- Healthy Checkout Progress Report

Website update

- Healthy Berkeley website will be updated by end of January 2027 to include a section on Healthy Checkout.
- Resources will be included to serve store management.
- Links to websites/apps for product checkers and nutritional values.
  Example: Application - Yuka

Moving forward

Feedback from stores

Have stores been surveyed? If yes, please provide a copy of the survey questions.

- Only 7 of 21 stores surveyed responded (reported in the February 2026 update)
- Survey conducted annually. See Appendix 8.

What feedback / questions have you received from the store managers?

- A store manager asked for an example of another store who is doing an excellent job of meeting the HCO guidelines. I provided manager with an example.
- Requested clarification if alcohol is allowed.

Recommendation:

- Allow alcohol in checkout area as it is not covered in the HCO ordinance related to added sugars or artificial sweeteners for beverages. Additionally, alcohol sales have a separate set of laws.

Feedback from stores

Did stores understand product category requirements?

- A few stores needed additional education on how artificial and low-sugar sweeteners were not allowed.

Did stores understand distance requirements?

- Some stores believed that the area between a register and start of the checkout line are not considered the checkout area as this is a customer walkway.
- Carts/baskets which sometimes display non-compliant items are just outside of the distance from Point of Sale (POS) and meet the HCO distance requirement.

Recommendation:

- Address ordinance language for distance requirements to include walkways adjacent to POS and define distance.

Current challenges

What are the biggest problems that have come up with implementing the HCO program? How have you tried to resolve them?

- Lack of resources and capacity for enforcement.

Are there actions you would like to take but are not able to take?

- No


Office of Director
Housing & Community Services
Aging Services
Environmental Health
Public Health
Mental Health
CITY OF BERKELEY
HEALTH, HOUSING AND COMMUNITY SERVICES

Thank you!

Appendix 1: Table for Slide 3
Healthy Berkeley Contractor Performance *(Last Updated 9/4/26)*

Agency	YTD Deliverables Met	Progress Reports Submitted on Time	Statement of Expense Submitted on Time	Amount Unspent
Berkeley Unified School District	11 out of 12 **(91.7%)**	1/4 **(25%)**	3/4 **(75%)**	**$0**
Berkeley Food Network	7 out of 7 **(100%)**	2/4 **(50%)**	2/4 **(50%)**	**$0**
Berkeley Youth Alternatives	7 out of 8 **(87.5%)**	2/4 **(50%)**	2/4 **(50%)**	**$0**
Ecology Center	12 out of 14 **(85.7%)**	3/4 **(75%)**	1/4 **(25%)**	**$0**
Healthy Black Families	12 out of 13 **(92.3%)**	2/4 **(50%)**	2/4 **(50%)**	**$25,619.00**
Lifelong Medical Care	14 out of 19 **(73.7%)**	2/4 **(50%)**	3/4 **(75%)**	**$0**
Multicultural Institute	20 out of 28 **(71.4%)**	2/4 **(50%)**	2/4 **(50%)**	**$0**
YMCA of the East Bay	5 out of 12 **(41.7%)**	1/4 **(25%)**	1/4 **(25%)**	**$17,733.46**

Source: Agency Program Reports, City Data Services

Appendix 2: Table for Slide 8
Increased Motivation to Reduce SSB Consumption
FY 2018 - FY 2026

Motivated to Reduce SSB	2018	2019	2020	2021	2022	2023	2024	2025	2026
Artists Against Soda			184	41	11	160			
Berkeley Food Network									1989
BYA Urban Agriculture and Team Nutrition					16	25		178	230
BUSD Gardening and Cooking Program	78	14	27	22					281
BYA Team Nutrition Program							104		
Cooking Matters					1397	1307			
For Thirst Water First	26	26		360	31	23	120	192	72
Life Skills/ Day Laborer Program	342	287	191	111	246	111	200	76	315
Thirsty for Change!	54	200	237	146	241			524	1577
VeggieRx				30					
YMCA Diabetes Prevention Program				68					
YMCA Healthy Me! Program			53	147		2015	323	1055	
Total # Respondents reporting increased motivation to reduce their SSB consumption	**500**	**527**	**692**	**925**	**1942**	**3641**	**747**	**2025**	**4464**

Source: Agency Program Reports, City Data Services

Appendix 3: Table for Slide 9
Increased Access to Healthy Food
FY 2020 – FY 2026

Increased Acces to Healthy Food	2020	2021	2022	2023	2024	2025	2026
Berkeley Youth Alternatives		35					
For Thirst Water First!			30	16			
Life Skills/ Day Laborer Program	312	133	402	335	786	520	913
Spiral Gardens		32					
Thirsty for Change!					51		
Veggie Rx		31					
YMCA Healthy Me! Program	75	152		1225			
Total # Respondents reporting they had increased access to healthy food	**387**	**383**	**432**	**1576**	**837**	**520**	**913**

Source: Agency Program Reports, City Data Services

Appendix 4: Table for Slide 10
Increased Confidence to Make Positive Changes in Their Communities
FY 2020 – FY 2026

Increased confidence	2020	2021	2022	2023	2024	2025	2026
Artists Against Soda	13	10	16	5			
Berkeley Food Network							70
Berkeley Unified School District (BUSD)							51
Berkeley Youth Alternatives	6					5	20
Cooking Matters			2208	2293			
For Thirst Water First		13	16	7	17	17	19
Healthy Options at Point of Sale (HOPS)	6	6	5	5	3	3	
Team Nutrition Program					26		
Thirsty for Change!		144			72		
Urban Agriculture and Team Nutrition			16	25			
VeggieRx	10	26	80				
Total # of Respondents reporting increased confidence in making positive changes in their community	**35**	**199**	**2341**	**2335**	**118**	**25**	**160**

Source: Agency Program Reports, City Data Services

Appendix 5: Reference Slide 25
Healthy Checkout
Not in Compliance (n=5) FY 27 Quarter 1

Store Name	Date of Visit	Reasons Not in Compliance	Action
Sacramento Market	9/25/26	This store had over 5 items not in compliance.	Informed store manager. Offered to help identify compliant products he can display at checkout. He declined.
Monterey Market	10/2/26	This store had over 5 items not in compliance.	Informed store manager of items out of compliance. He reported compliant items do not sell as well.
Safeway Store Shattuck	10/2/26	This store had over 10 items out of compliance.	Store very busy. Manager unavailable.
Mi Tierra Foods	9/25/26	This store had over 5 items out of compliance.	Informed store manager Jose. He reported he will share with upper management.
CVS Pharmacy Telegraph	9/25/26	This store had over 5 items out of compliance.	Alerted assistant store manager. He reported he will share this with store manager.

Definition for determining compliance: 1) Greater than 5 items out of compliance. 2) Within a 3-foot distance of any register/ point of sale.

Appendix 6: Reference Slide 25
Healthy Checkout - In Compliance (n=15) FY 27 Quarter 1

Store Name	Date of Visit	Observations	Comments/Actions
Berkeley Bowl West	9/25/26	Refrigerated case has a few dessert items out of compliance.	New store manager- agrees to move this refrigerated case to another location.
CVS Pharmacy Shattuck	10/2/26	A few items out of compliance (<5)	Spoke w/assistant manager - reviewed items out compliance. Agrees to address.
Dollar Tree	10/2/26	Only 1 item out of compliance. Huge success story.	Spoke w/ new manager, who reports she has made extensive effort to revamp checkout areas. Affirmed all her great efforts.
Walgreens Gilman	10/2/26	Excellent. No more food or beverage items near checkout.	Gave feedback to store clerk, as no manager available.
Walgreens Adeline	9/25/26	A few items out of compliance.(<5)	Provided feedback to store clerks. They agreed to share with store manager.
Whole Foods Market	10/2/26	1 item out of compliance.	Spoke w/ store manager about item out of compliance. Agrees to move.
Trader Joe's	10/2/26	1 item out of compliance.	Spoke w/ staff member. Gave feedback to staff member about item out of compliance. He agreed to share with store manager.
Walgreens Telegraph	10/2/26	A few beverages out of compliance (<5)	Spoke w/ assistant manager. Informed beverages have artificial sweeteners that do not meet guidelines. She will follow-up with her manager.

Appendix 7: Reference Slide 25
Healthy Checkout - In Compliance (n=15) FY 27 Quarter 1

Store Name	Date of Visit	Observations	Comments/Actions
Whole Foods Telegraph	9/25/26	Refrigerated case has a few dessert items out of compliance.	New store manager agrees to move this refrigerated case to another location.
Milan	9/25/26	Display case with a few dessert items out of compliance. (<5)	Manager agrees to move case to another location.
Target Express	10/2/26	Overall good compliance. Very busy day. The store was flooded with customers.	Unable to speak with manager as store was very busy.
Berkeley Bowl Market Adeline	9/25/26	2 items out of compliance. Simply Mints and Oh My Gum.	Manager made aware of these items and agrees to move.
Target University	9/25/26	Excellent compliance.	Manager requesting additional guidance on artificial sweeteners in beverages. Also inquired if dry fruit is allowed. I responded to her inquiries.
Andronico's Community Market Solano	10/2/26	3 items out of compliance.	Spoke w/ new store manager. Reviewed items out of compliance. Mgr agrees to move out these items.
Andronico's Community Market Shattuck	10/2/26	3 items out of compliance.	Spoke w/ store manager about items out of compliance. Discussed reasons. He agrees to move to another location.

Appendix 8: Reference Slide 36
Healthy Checkout Store Survey

Annual Survey Questions to Store Managers:

1) What kind of technical assistance do you or your store need to meet the Healthy Checkout Ordinance requirements?

2) What type of information and/or resources would you like to see on the COB webpage to better support your efforts around HCO?

3) What have been the challenges, if any, in making adjustments for the HCO?

4) What have been positive outcomes that have come from making adjustments for the HCO?

5) Additional comments that you would like to share.