



Sugar-Sweetened
Beverage Product
Panel of Experts
Commission

**Sugar-Sweetened Beverage Product
Panel of Experts Commission**
Thursday, April 20th, 2023, 4:30 – 6:30pm
Meeting Location:
West Berkeley Family Wellness Center
1900 Sixth Street, Berkeley, CA 94710
P: 510-981-5350

AGENDA

Preliminary Matters

1. Roll Call
2. Introduction of new Commission members
3. Approval of Draft Minutes from 03/16/2023 regular 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.

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:**
2. **Discussion:** Recruitment of New Members (Commissioner Hecht)
3. **Discussion:** RFP Updates/Status (Commissioner Hecht)
4. **Action 1:** Add/Remove Subcommittees/ Members (Commissioner Hecht)
5. **Action 2:** For the good of the order (Commissioner Hecht) – **Attachment 6**

Information Items

1. Commission Work Plan – **Attachment 2**
2. Approved Meeting Minutes 03/02/2023 – **Attachment 3**
3. Approved Meeting Dates 2022 – **Attachment 4**
4. Subcommittee Roster 2023– **Attachment 5**
5. Council Action on SSBPPE/COB funding recommendations – **Attachment 6**

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, March 16th, 2023. 4:30 – 6:30 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 4:43pm.

ROLL CALL

Present: Commissioners Morales, Chan.
Absent: Commissioner Rodriguez.
Excused: Commissioner Hecht.
Staff present: Roberto Terrones, Janice Chin.

COMMENTS FROM THE PUBLIC None.

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 03/02/23.

M/S/C: Commissioners Morales/ Chan.

Ayes: Commissioners Morales, Chan.
Noes: None
Abstain: None
Absent from vote: Commissioner Rodriguez.
Recused: None
Excused: Commissioner Hecht.

The meeting adjourned at 5:18pm.

NEXT MEETING:

The next meeting is scheduled for **Thursday, April 20th, 2023**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

A Vibrant and Healthy Berkeley for All

Respectfully Submitted, Roberto Terrones, Interim Commission Secretary
Minutes will be approved at the April 20th, 2023 regular meeting.

INFORMATION REPORT TO CITY OF BERKELEY COUNCIL
Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission
FY23 (July 1, 2022 through June 30, 2023 WORK PLAN & TIMELINE

Approved by SSBPPE Commission on October 20, 2022

Activity	Responsible Contact	July 2022	Aug NO Mtg.	Sept 2022	Oct. 2022	Nov 2022	Dec NO Mtg.	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023
1. Consult with COB Fiscal about funding allocation for next cycle.	PS&O Sub-Com,		x	x	x								
2. Periodic meetings as needed.	PS&O Sub-Com, – Full SSBPPE		x	x	x	x							
3. Submit Work Plan to Commission Secretary for FY 23 and approve work plan.	PS&O Sub-Com, – Full SSBPPE			x	x								
4. Revise the RFP.	PS&O Sub-Com,		x	x	x	x	x	x					x
5. Plan for grantees to present at a SSBPPE on successes and challenges to date.	PS&O Sub-Com, – Full SSBPPE			x	x	x							
6. Request report from the COB Public Health Staff regarding activities supported by additional funding for FY 2020 and 2021, including the media and hydration station projects	PS&O Sub-Com, – Full SSBPPE			x								x	
7. Request report from City of Berkeley staff about the epidemiology research and community and BUSD evaluations, including the YRBS	PS&O Sub, Committee– Full Committee					x						x	
8. Write the SSBPPE Annual Report.	PS&O Sub, Committee– Full Committee										x		
9. Liaise with Community Health Commission regarding SSB Policy	Policy					x		x	x	x	x	x	x
10. Support implementation and education of the City of Berkeley procurement policy	Policy sub-committee	x		x	x	x		x	x	x	x	x	x
11. Support implementation and expansion of Healthy Checkout Policy	Policy Sub-committee	x		x	x	x		x	x	x	x	x	x
12. Support publicizing and educating the Berkeley community and UC staff and students about the SSB current policies	Policy	x		x	x	x		x	x	x	x	x	x



Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, March 2nd, 2023. 4:30 – 6:30 PM

Meeting Location:

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

SPECIAL MEETING MINUTES

The meeting convened at 4:45pm.

ROLL CALL

Present: Commissioners Morales, Rodriguez, Rose, Moore, Chan.
Absent: None.
Excused: Commissioners Scheider, Hecht.
Staff present: Roberto Terrones.

COMMENTS FROM THE PUBLIC 1.

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 02/16/23 with edits.

M/S/C: Commissioners Moore/ Rose

Ayes: Commissioners Morales, Rodriguez, Rose, Moore, Chan.
Noes: None
Abstain: None
Absent from vote: None.
Recused: None
Excused: Commissioners Scheider, Hecht.

The meeting adjourned at 6:03pm.

NEXT MEETING:

The next meeting is scheduled for **Thursday, March 16th, 2023**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

A Vibrant and Healthy Berkeley for All

Respectfully Submitted, Roberto Terrones, Interim Commission Secretary
Minutes were approved at the March 16th, 2023 special meeting.

2023 Commission Meeting Dates

Please complete this form and email it to the
[Commission Inbox](#) by: **Friday, December 30, 2022**

Name of Commission: Sugar-Sweetened Beverage Product Panel of Experts Commission

Commission Secretary: Roberto Terrones

Please Note the Commission Meeting Dates for 2023 Below

Please fill in meeting date below. If no meeting for the month is scheduled please note as "No Meeting."

2023 Meeting Dates

Month	Meeting Day and Date	Time
January 2023	Thursday 1/19/2023	4:30 pm
February 2023	Thursday 2/16/2023	4:30 pm
March 2023	Thursday 3/16/2023	4:30 pm
April 2023	Thursday 4/20/2023	4:30 pm
May 2023	Thursday 5/18/2023	4:30 pm
June 2023	Thursday 6/15/2023	4:30 pm

Month	Meeting Day and Date	Time
July 2023	Thursday 7/20/2023	4:30 pm
August 2023	No Meeting	
September 2023	Thursday 9/21/2023	4:30 pm
October 2023	Thursday 10/19/2023	4:30 pm
November 2023	Thursday 11/16/2023	4:30 pm
December 2023	No Meeting	

commission@cityofberkeley.info

City Clerk Department

Please contact our office at (510) 981-6908 with any questions.

SSBPPE Subcommittee Roster

Subcommittee	Subcommittee Description	Members
Media	<i>Give feedback on media materials that the Public Health Division disseminates to the public, prepare talking points for the media.</i>	Joy Moore
Prevention Strategies and Outcomes	<i>Review and revise requests for proposals, increase knowledge of the community, and evaluation.</i>	Pat Crawford Bobbie Rose Joy Moore Kenneth Hecht
Sugary Drinks Policy	<i>Recommend policies for the City Council.</i>	Pat Crawford Holly Scheider Xavier Morales Michael Rodriguez

**ANNOTATED AGENDA
BERKELEY CITY COUNCIL MEETING
Tuesday, April 11, 2023
6:00 PM**

SCHOOL DISTRICT BOARD ROOM - 1231 ADDISON STREET, BERKELEY, CA 94702

TELECONFERENCE LOCATION - 1404 LE ROY AVE, BERKELEY 94708

JESSE ARREGUIN, MAYOR

Councilmembers:

DISTRICT 1 – RASHI KESARWANI
DISTRICT 2 – TERRY TAPLIN
DISTRICT 3 – BEN BARTLETT
DISTRICT 4 – KATE HARRISON

DISTRICT 5 – SOPHIE HAHN
DISTRICT 6 – SUSAN WENGRAF
DISTRICT 7 – RIGEL ROBINSON
DISTRICT 8 – MARK HUMBERT

This meeting will be conducted in a hybrid model with both in-person attendance and virtual participation. For in-person attendees, face coverings or masks that cover both the nose and the mouth are encouraged. If you are feeling sick, please do not attend the meeting in person.

Live captioned broadcasts of Council Meetings are available on Cable B-TV (Channel 33) and via internet accessible video stream at http://berkeley.granicus.com/MediaPlayer.php?publish_id=1244.

*Remote participation by the public is available through Zoom. To access the meeting remotely: Join from a PC, Mac, iPad, iPhone, or Android device: Please use this URL: <https://cityofberkeley-info.zoomgov.com/j/1606544287>. If you do not wish for your name to appear on the screen, then use the drop down menu and click on "rename" to rename yourself to be anonymous. To request to speak, use the "raise hand" icon by rolling over the bottom of the screen. To join by phone: Dial 1-669-254-5252 or 1-833-568-8864 (Toll Free) and enter Meeting ID: 160 654 4287. If you wish to comment during the public comment portion of the agenda, Press *9 and wait to be recognized by the Chair.*

Please be mindful that the meeting will be recorded and all rules of procedure and decorum apply for in-person attendees and those participating by teleconference or videoconference.

To submit a written communication for the City Council's consideration and inclusion in the public record, email council@cityofberkeley.info.

This meeting will be conducted in accordance with the Brown Act, Government Code Section 54953. Any member of the public may attend this meeting. Questions regarding this matter may be addressed to Mark Numainville, City Clerk, (510) 981-6900. The City Council may take action related to any subject listed on the Agenda. Meetings will adjourn at 11:00 p.m. - any items outstanding at that time will be carried over to a date/time to be specified.

Consent Calendar

16a. Allocation of \$3 Million Over Two Years, FY 2024 and FY 2025, to Reduce Consumption and Health Impacts of Sugar-Sweetened Beverages (SSBs).

(Reviewed by the Budget and Finance Policy Committee)

From: Sugar Sweetened Beverage Product Panel of Experts

Recommendation: Adopt a Resolution allocating \$3 million from the General Fund in FY24 (July 1, 2023 through June 30, 2024) and FY25 (July 1, 2024 through June 30, 2025) that shall be invested in a grant program administered and coordinated by the Department of Health, Housing, and Community Services' (HHCS) Public Health Division (HHCS/PHD) consistent with the Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission's goals to reduce the consumption of sugar sweetened beverages (SSB) in Berkeley and to address the health effects of SSB consumption. The total of \$3 million will be distributed in two installments of \$1.5 million per year for FY24 and FY25. In each of these years, the funds will be distributed as follows: a. Direct the City Manager to award up to 42.5% 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. The BUSD funding process is separate from the RFP process for the general community-based organization funding process and shall be guided by the SSBPPE Commission's Criteria for BUSD Funding. b. Direct the City Manager to award at least 42.5% of the allocated funds through an RFP process managed by HHCS/PHD for grants to community-based organizations consistent with the SSBPPE Commission's goals to reduce the consumption of SSBs and to address the effects of SSB consumption. The community-based organization funding RFP process is separate from the BUSD funding process and shall be guided by the SSBPPE Commission's Criteria for Community Agency Grants. c. Direct the City Manager to utilize up to 15% of the allocated funds to support HHCS/PHD to coordinate and monitor the grant process, coordinate the overall program evaluation, and produce an annual report that disseminates process and outcome data from the epidemiologist resulting from the SSBPPE Commission funding program as well as pay certain City of Berkeley Finance Department costs related to the sugary drink tax.

Policy Committee Recommendation: To forward the item to Council with a Qualified Positive Recommendation to approve staff's recommendation, with an additional amount of \$35,590 in FY24 and FY25, and any additional revenues beyond the projected amounts being prioritized for grants.

Financial Implications: See report

Contact: Roberto Terrones, Commission Secretary, (510) 981-5400

Action: See action for Item 16b.

Consent Calendar

- 16b. Companion Report: Allocation of \$3 Million Over Two Years, FY24 and FY25, to Reduce Consumption and Health Impacts of Sugar-Sweetened Beverages (SSBs).**
(Reviewed by the Budget and Finance Policy Committee)

From: City Manager

Recommendation: Adopt a Resolution allocating \$2 million from the General Fund in FY24 (July 1, 2023 through June 30, 2024) and FY25 (July 1, 2024 through June 30, 2025) that shall be invested in a grant program administered and coordinated by the Department of Health, Housing, and Community Services' (HHCS) Public Health Division (HHCS/PHD) consistent with the Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission's goals to reduce the consumption of sugar sweetened beverages (SSB) in Berkeley and to address the health effects of SSB consumption. The total of \$2 million will be distributed in two installments of \$1 million per year for FY24 and FY25. The funds will be distributed as follows: a. Direct the City Manager to award up to \$712,000 of the allocated funds to Berkeley Unified School District (BUSD) for the period, July 1, 2023 to June 30, 2025 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. The BUSD funding process is separate from the RFP process for the general community-based organization funding process and shall be guided by the SSBPPE Commission's Criteria for BUSD Funding. b. Direct the City Manager to award at least \$712,000 of the allocated funds for the period, July 1, 2023 to June 30, 2025 through an RFP process managed by HHCS/PHD for grants to community-based organizations consistent with the SSBPPE Commission's goals to reduce the consumption of SSBs and to address the effects of SSB consumption. The community-based organization funding RFP process is separate from the BUSD funding process and shall be guided by the SSBPPE Commission's Criteria for Community Agency Grants. c. For the period, July 1, 2023 to June 30, 2025, direct the City Manager to allocate \$125,000 to fund Finance Department costs for staffing and MuniServices fees and \$451,000 to HHCS/PHD for staffing, operating and consulting costs to coordinate and monitor the grant process, manage resulting contracts awarded, support activities aligned with the goal of the sugary beverage tax, including the Healthy Retail Checkout ordinance, and provide an annual presentation to the SSBPPE Commission that includes process and outcome data and updates on Finance Department fees related to the sugary drink tax for the SSBPPE Commission to inform the development of the Commission's annual report. d. Carryover any sugary drink tax revenue received in excess of \$2 million during FY24 and FY25 to be awarded for related services in FY25 – FY27.

Policy Committee Recommendation: To forward the item to Council with a Qualified Positive Recommendation to approve staff's recommendation, with an additional amount of \$35,590 in FY24 and FY25, and any additional revenues beyond the projected amounts being prioritized for grants.

Financial Implications: See report

Contact: Henry Oyekanmi, Finance, (510) 981-7300, Lisa Warhuus, Health, Housing, and Community Services, (510) 981-5400

Action: Adopted Resolution No. 70,765–N.S. as recommended by the Budget and Finance Committee to approve staff's recommendation, with an additional amount of \$35,590 in FY24 and FY25, and any additional revenues beyond the projected amounts being prioritized for grants.



Office of the City Manager

CONSENT CALENDAR
April 11, 2023

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Henry Oyekanmi, Director of Finance
Lisa Warhuus, Director of Health, Housing and Community Services

Subject: Companion Report: Allocation of \$3 Million Over Two Years, FY2024 and FY2025, to Reduce Consumption and Health Impacts of Sugar-Sweetened Beverages (SSBs).

RECOMMENDATIONS

Adopt a Resolution allocating \$2 million from the General Fund in FY2024 (July 1, 2023 through June 30, 2024) and FY2025 (July 1, 2024 through June 30, 2025) that shall be invested in a grant program administered and coordinated by the Department of Health, Housing, and Community Services' (HHCS) Public Health Division (HHCS/PHD) consistent with the Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission's goals to reduce the consumption of sugar sweetened beverages (SSB) in Berkeley and to address the health effects of SSB consumption. The total of \$2 million will be distributed in two installments of \$1 million per year for FY2024 and FY2025. The funds will be distributed as follows:

- a. Direct the City Manager to award up to \$712,000 of the allocated funds to Berkeley Unified School District (BUSD) for the period, July 1, 2023 to June 30, 2025 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. The BUSD funding process is separate from the RFP process for the general community-based organization funding process and shall be guided by the SSBPPE Commission's Criteria for BUSD Funding (Attachment 1).
- b. Direct the City Manager to award at least \$712,000 of the allocated funds for the period, July 1, 2023 to June 30, 2025 through an RFP process managed by HHCS/PHD for grants to community-based organizations consistent with the SSBPPE Commission's goals to reduce the consumption of SSBs and to address the effects of SSB consumption. The community-based organization funding RFP process is separate from the BUSD funding process and shall be guided by the SSBPPE Commission's Criteria for Community Agency Grants (Attachment 2).

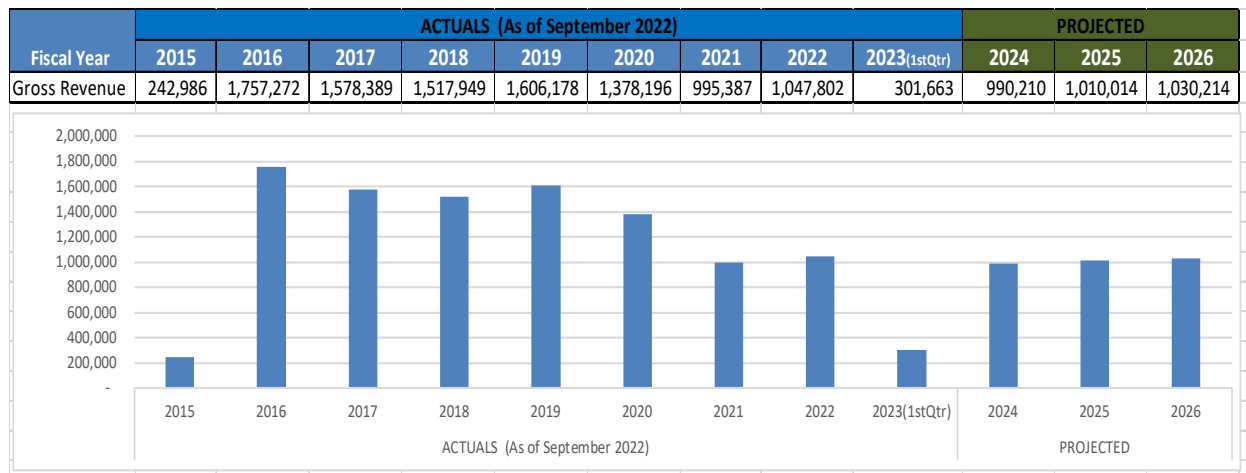
- c. For the period, July 1, 2023 to June 30, 2025, direct the City Manager to allocate \$125,000 to fund Finance Department costs for staffing and MuniServices fees and \$451,000 to HHCS/PHD for staffing, operating and consulting costs to coordinate and monitor the grant process, manage resulting contracts awarded, support activities aligned with the goal of the sugary beverage tax, including the Healthy Retail Checkout ordinance, and provide an annual presentation to the SSBPPE Commission that includes process and outcome data and updates on Finance Department fees related to the sugary drink tax for the SSBPPE Commission to inform the development of the Commission’s annual report.
- d. Carryover any sugary drink tax revenue received in excess of \$2 million during FY2024 and FY2025 to be awarded for related services in FY2025 – FY2027.

POLICY COMMITTEE RECOMMENDATION

On February 23, 2023, the Budget and Finance Committee took the following action: M/S/C (Harrison/Arreguín) To forward the item to Council with a Qualified Positive Recommendation to approve staff’s recommendation, with an additional amount of \$35,590 in FY24 and FY25, and any additional revenues beyond the projected amounts being prioritized for grants. Vote: All Ayes.

FISCAL IMPACTS OF RECOMMENDATION

Based on the recent trends of the sugar-sweetened beverage tax (shown below), the projections for the upcoming Fiscal Years 2024 and 2025 indicate that the expected revenue would be approximately \$1 Million for each year (projections will be revised after the mid-year revenue numbers are analyzed). This trend is consistent with the expected success of the sugar-sweetened beverage tax, as it encourages Berkeley residents and consumers to purchase and consume less sugar-sweetened beverages.



The \$3 million allocation recommended by the Commission would require the City to identify \$1 million in City General Funds in addition to the sugar-sweetened beverage tax revenue projected to support related programs.

CURRENT SITUATION AND ITS EFFECTS

In November of 2014, the Berkeley voters passed Measure D, which requires 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 a 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.

As the revenues decrease due to the success of the sugar-sweetened beverage tax, it is essential to continue strategies to further promote healthier behaviors and decrease the consumption of sugar sweetened beverages. Community based partnerships have been a positive force in health education and changes in policy, systems, and environmental changes that support the goals and mission of the SSBPPE.

The associated annual costs for the Finance Department’s administration of the Sugar Sweetened Beverage Tax as well as Public Health Division’s coordination and management of the RFP, the resulting contracts, and policies resulting from this work, such as the Healthy Checkout Ordinance (No. 7,734-N.S.) are outlined below. The SSBPPE’s proposed allocation amount would not be sufficient to provide the level of staffing for the evaluation recommended. Therefore, staff recommend a smaller evaluation scope using contracted evaluation resources.

Projected annual costs to address the minimum mandated activities (Finance and HHCS)	Amount
Finance Department Staff (.30FTE)	41,544
MuniServices Fees (@ 2%)	20,956
<i>Finance Department Subtotal</i>	<i>62,500</i>
HHCS: Administrative Staff (estimated salary including benefits)	120,166
HHCS: Nutritionist @ 20% (estimated salary including benefits)	39,388
HHCS: Contracted Program Evaluation Consulting Services	34,000
HHCS: Other Operational Expenses (i.e. software maintenance, Commission stipends, supplies, printing, etc.)	31,946
<i>HHCS costs subtotal</i>	<i>225,500</i>
Total	\$288,000

BACKGROUND

Measure D, the Sugar Sweetened Beverage tax, was passed on July 1, 2014 to support the increased consumption of water and decrease the consumption of sugar sweetened beverages. As a result, allocations from the City General Fund associated with Measure D were identified for PHD to support the development and oversight of SSBPE community agency contracts, provide secretary support for the SSBPE, conduct

program evaluation activities, and support any programmatic initiatives that were aligned with the purpose of Measure D.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no environmental impacts.

RATIONALE FOR RECOMMENDATION

This recommendation would allow the City to continue its ongoing commitment to public health, specifically reducing the consumption of sugar-sweetened beverages in Berkeley, while aligning program investment with the level of funding projected to be available. Modifying the City’s scope of work, and calculating the level of funding for City services based on the actual cost to provide those services rather than an assumed percentage of tax revenue will allow the City to implement and sustain this program.

ALTERNATIVE ACTIONS CONSIDERED

Staff appreciate the SSBPPE’s commitment to supporting programming at BUSD and the important work of community-based organizations to provide needed services. Staff did not identify an alternative recommendation which is consistent with both the projected amount of sugary beverage tax revenue and the current City costs to implement this program.

CONTACT PERSON

Henry Oyekanmi, Director of Finance (510) 981-7200

Lisa Warhuus, Director, Health Housing and Community Services (510) 981-5404

Attachments:

1. Resolution
2. SSBPPE Commission’s Criteria for BUSD Funding
3. SSBPPE Commission’s Criteria for Community Agencies Funding
4. Healthy Checkout Ordinance No. 7,734-N.S.
5. Resolution NO. 66,969-NS

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

ALLOCATION: \$2 MILLION TOTAL FOR SUGAR-SWEETENED BEVERAGE CONSUMPTION AND REDUCTION GRANT PROGRAM IN FY2024 AND FY2025

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

WHEREAS, in FY2022 and FY2023, the City Council awarded a total of \$2,662,506 by Resolution #66,969-NS 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, 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, the above conditions are all demonstrated to increase both the severity of COVID19 related illness and risk of death; and

WHEREAS Latinx and Black communities are disproportionately affected by COVID-19; 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 is hereby authorized to allocate \$2 million from the General Fund to be disbursed in two (2) installments of \$1 million in FY24 and \$1 million in FY25 and invested as follows:

1. Allocate up to \$712,000 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, 2023 to June 30, 2025; and

2. Allocate at least \$712,000 through a RFP process managed by the Public Health Division for grants to community-based organizations consistent with the SSBPPE Commission's goals to reduce the consumption of SSB and to address the effects of SSB consumption for the period, July 1, 2023 to June 30, 2025; and
3. For the period, July 1, 2023 to June 30, 2025, direct the City Manager to allocate \$125,000 to fund Finance Department costs and \$451,000 to HHCS/PHD for staffing, operating and consulting costs to coordinate and monitor the grant process, manage resulting contracts awarded, support activities aligned with the goal of the sugary beverage tax, including the Healthy Retail Checkout ordinance, and provide an annual presentation to the SSBPPE Commission that includes process and outcome data and updates on Finance Department fees related to the sugary drink tax for the SSBPPE Commission to inform the development of the Commission's annual report.
4. Carryover any sugary drink tax revenue received in excess of \$2 million during FY2024 and FY2025 to be awarded for related services in FY2025 – FY2027.

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