

Sugar-Sweetened
Beverage Product
Panel of Experts
Commission

**Sugar-Sweetened Beverage Product
Panel of Experts Commission**
Thursday, November 21st, 2024, 6:00pm – 8:00pm
Meeting Location:
South Berkeley Senior Center
2939 Ellis Street, Berkeley, CA 94703
P: 510-981-5350

MEETING AGENDA

Preliminary Matters

1. Roll Call
2. Introduction of new Commission members
3. Approval of Draft Minutes from 10/17/2024 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.

Presentation

City of Berkeley, Public Health Division Activities and Healthy Checkout 2024 Updates:
Janice Chin, PH Division Manager, & JoAnn Evangelista, Senior Health Services Program Specialist.

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 1:** Review Work Plan (Status of Tasks/Progress) (Kao)
3. **Action 1:** Approve 2025 Commission Meeting Dates (Hecht) – **Attachment 4**
4. **Action 2:** Approve funding and allocation recommendations to Council for grant cycle FY26 and FY27 (Kao) – **Attachment 8**
5. **Action 3:** Approve Request for Proposal (RFP) for FY26 and FY27 (Kao) – **Attachment 9**
6. **Action 4:** Add/Remove Subcommittees/ Members (Hecht)

Information Items

1. Commission Work Plan – **Attachment 2**
2. Approved Meeting Minutes 09/19/2024 – **Attachment 3**
3. Commission Meeting Dates 2025 – **Attachment 4**
4. Subcommittee Roster– **Attachment 5**
5. City Council Timeline 2025 – **Attachment 6**
6. Soda Tax Revenues – **Attachment 7**
7. Commission recommendation on funding for FY26/27 – **Attachment 8**

A Vibrant and Healthy Berkeley for All

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E-mail: publichealth@ci.berkeley.ca.us - <http://www.cityofberkeley.info/health/>

8. Revised RFP for FY26/27 – **Attachment 9**
9. City of Berkeley, Public Health Division presentation – **Attachment 10**

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.

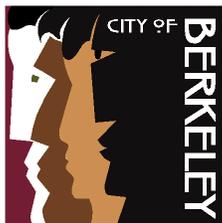
AMERICAN DISABILITIES ACT DISCLAIMER: This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6418 (V) or 981-6347 (TDD) 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 17th, 2024. 6:00 – 8:00 PM

Meeting Location:

South Berkeley Senior Center
2939 Ellis Street, Berkeley, CA 94703
P: 510-981-5350

DRAFT MEETING MINUTES

The meeting convened at 6:10pm.

ROLL CALL

Present: Commissioners Rodriguez, Mashama (6:15), Kao, Lopez, Crawford, Esonwune.
Absent: Commissioner Chan.
Excused: Commissioner Morales, Hecht.
Staff present: Roberto Terrones.

COMMENTS FROM THE PUBLIC 1 (community members present: 1).

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 09/19/2024.

M/S/C: Commissioners Rodriguez/Kao.

Ayes: Commissioners Rodriguez, Mashama, Kao, Lopez, Crawford, Esonwune.

Noes: None.

Abstain: None.

Absent from vote: Commissioner Chan.

Recused: None.

Excused: Commissioners Morales, Hecht.

The meeting adjourned at 8:07pm.

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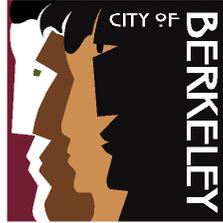
NEXT MEETING:

The next meeting is scheduled for **Thursday, November 21st, 2024**. 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 21st, 2024 regular meeting.

Sugar-Sweetened Beverage Product Panel of Experts Commission
Proposed Work Plan –4/2024 – 3/2025

Task	Activity	Actions Needed in Advance	2024										2025		
			April	May	June	July	Aug	Sept	October	November	December	January	February	Mar	
1)	Conduct periodic commission	Distribution of agenda	X	X	X	X		X	X	X		X	X	X	
2)	Discuss with fiscal about current revenues vs. projected revenues and discuss disbursement plan (quarterly)	Fiscal data requested and distributed		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	X	X	X	X								X	
4)	Discuss with city staff internal activities funded by soda tax (e.g.	Schedule staff for discussion		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.	Send communication to Council to obtain beverage procurement data; Roberto will help get request into right template		X	X										
7)	Discuss creation of a system to evaluate city beverage procurement	Obtain information of current beverage procurement data			X	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	X									
10)	Create a plan for educating the public re soda tax success	Gather information on options for educating the public; add'l steps TBD, depending on \$			X	X									
11)	Write report for council, press, etc.	Gather data and information for report						X							
12)	Discuss fiscal data from the prior 12 months of tax revenue (to determine grant funds for 2025-26)	Fiscal data requested and distributed											Policy committee →council		
13)	Prepare new proposal guidelines for 2025-2026 (18 mo)	Distribute past proposal guidelines as a template						X			Nov 15: Issue new RFP	Dec 20: proposals due			
14)	Plan workshop for assisting with grant writing for community groups	Promote and coordinate meeting for potential grantees						X	X						
15)	Review and recommend proposals for funding	Distribute past review criteria and letters for funding											Resolution	Funding recs due to council	



Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, September 19th, 2024. 6:00 – 8:00 PM

Meeting Location:

South Berkeley Senior Center
2939 Ellis Street, Berkeley, CA 94703
P: 510-981-5350

MEETING MINUTES

The meeting convened at 6:12pm.

ROLL CALL

Present: Commissioners Morales, Rodriguez, Mashama (6:15pm),
Kao, Lopez, Hecht, Chan (7:00pm).
Absent: Commissioner Esonwune.
Excused: Commissioner Crawford.
Staff present: Janice Chin, JoAnn Evangelista, Roberto Terrones.

COMMENTS FROM THE PUBLIC 1 (community members present: 1).

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 07/18/2024.

M/S/C: Commissioners Morales/Rodriguez.

Ayes: Commissioners Morales, Rodriguez, Mashama, Kao, Lopez,
Hecht, Chan.

Noes: None.

Abstain: None.

Absent from vote: Commissioners Esonwune.

Recused: None.

Excused: Commissioners Crawford.

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1. Motion to approve communication (with edits) to City Council on status of Ordinance prohibiting the use of City funds for purchase of SSBs.

M/S/C: Commissioners Rodriguez/Kao.

Ayes: Commissioners Morales, Rodriguez, Mashama, Kao, Lopez, Hecht, Chan.

Noes: None.

Abstain: None.

Absent from vote: Commissioners Esonwune.

Recused: None.

Excused: Commissioners Crawford.

The meeting adjourned at 7:46pm.

NEXT MEETING:

The next meeting is scheduled for **Thursday, October 17th, 2024**. 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 17th, 2024 regular meeting.

2025 Commission Meeting Dates

Please complete this form and email it to the
[Commission Inbox](#)

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

Commission Secretary: Roberto Terrones

Please Note the Commission Meeting Dates for 2024 Below

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

2025 Meeting Dates

Month	Meeting Day and Date	Time
January 2025	Thursday 1/16/2025	6:00 pm
February 2025	Thursday 2/20/2025	6:00 pm
March 2025	Thursday 3/20/2025	6:00 pm
April 2025	Thursday 4/17/2025	6:00 pm
May 2025	Thursday 5/15/2025	6:00 pm
June 2025	Thursday 6/19/2025	6:00 pm

Month	Meeting Day and Date	Time
July 2025	Thursday 7/17/2025	6:00 pm
August 2025	No Meeting	
September 2025	Thursday 9/18/2025	6:00 pm
October 2025	Thursday 10/16/2025	6:00 pm
November 2025	Thursday 11/20/2025	6:00 pm
December 2025	No Meeting	

commission@cityofberkeley.info

City Clerk Department

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

SSBPPE Subcommittee Roster

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Subcommittee	Subcommittee Description	Members
Ad-hoc Work Plan	<i>Revision of 2024 Commission work plan.</i>	Xavier Morales Michael Rodriguez Pat Crawford Peace Esonwune
Media	<i>Give feedback on media materials that the Public Health Division disseminates to the public, prepare talking points for the media.</i>	Xavier Morales Janice Kao Michael Chan Themba Mashama
Prevention Strategies and Outcomes	<i>Review and revise requests for proposals, increase knowledge of the community, and evaluation.</i>	Pat Crawford Kenneth Hecht Vivian Lopez Janice Kao
Sugary Drinks Policy	<i>Recommend policies for the City Council.</i>	Pat Crawford Michael Rodriguez

CITY CLERK DEPARTMENT 2025 COUNCIL MEETING TIMELINE

COUNCIL MEETING	THURSDAY 12:00 PM - Day 33 - DEPT. REPORTS DUE TO CLERK	MONDAY 5:00 PM - Day 22 - COUNCIL MEMBER 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 11, 2024 through January 20, 2025]						
Jan 21	12/19	12/30	1/2	1/6	1/8	1/9
Feb 11	1/9	1/21 (Tue)	1/23	1/27	1/29	1/30
Feb 25	1/23	2/3	2/6	2/10	2/12	2/13
Mar 11	2/6	2/18 (Tue)	2/20	2/24	2/26	2/27
Mar 18	2/13	2/24	2/27	3/3	3/5	3/6
Mar 25	2/20	3/3	3/6	3/10	3/12	3/13
Spring Recess [March 26 through April 14, 2025]						
Apr 15	3/13	3/24	3/27	4/1 (Tue)	4/2	4/3
Apr 29	3/27	4/7	4/10	4/14	4/16	4/17
May 6	4/3	4/14	4/17	4/21	4/23	4/24
May 20	4/17	4/28	5/1	5/5	5/7	5/8
Jun 3	5/1	5/12	5/15	5/20 (Tue)	5/21	5/22
Jun 17	5/15	5/27 (Tue)	5/29	6/2	6/4	6/5
Jun 24	5/22	6/2	6/5	6/9	6/11	6/12
Jul 8	6/5	6/16	6/19	6/23	6/25	6/26
Jul 22	6/19	6/30	7/3	7/7	7/9	7/10
Jul 29	6/26	7/7	7/10	7/14	7/16	7/17
Summer Recess [July 30 through September 8, 2025]						
Sep 9	8/7	8/18	8/21	8/25	8/27	8/28
Sep 16	8/14	8/25	8/28	9/2 (Tue)	9/3	9/4
Sep 30	8/28	9/8	9/11	9/15	9/17	9/18
Oct 14	9/11	9/22	9/25	9/29	10/1	10/2
Oct 28	9/25	10/6	10/9	10/14 (Tue)	10/15	10/16
Nov 4	10/2	10/14 (Tue)	10/16	10/21 (Tue)	10/22	10/23
Nov 18	10/16	10/27	10/30	11/3	11/5	11/6
Dec 2	10/30	11/10	11/13	11/17	11/19	11/20
Winter Recess [December 3, 2025 through January 26, 2026]						

VTO Affected Dates	Holiday Affected Dates	Religious Holiday Affected Date
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Reports not submitted by the deadlines listed will not be included on the agenda.



City of Berkeley
Soda Tax Revenue-FY 2024
For the Months of July 2023 - June 2024

Month	Amount
Jul-23	101,700.72
Aug-23	91,096.92
Sep-23	83,544.48
Oct-23	107,467.71
Nov-23	91,699.61
Dec-23	115,244.29
Jan-24	68,755.47
Feb-24	119,393.56
Mar-24	70,308.05
Apr-24	62,726.26
May-24	98,679.86
Jun-24	99,641.77
Gross Revenue	\$ 1,110,258.70

FY 2015	\$ 242,986.39
FY 2016	\$ 1,757,271.70
FY 2017	\$ 1,578,389.00
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	\$ 1,110,258.70
Total	\$ 12,420,312.63

Summary of Changes:

Recommendations to Council

- Updated dates
- Updated funding amounts, based on projections for FFY 26-27
- Removed COVID language
- Added in passage of Measure Z
- Updated Attachments 2 and 3 with our revised proposal criteria

RFP

- Improved readability by cutting words, decreasing sentence length, and reducing redundancy throughout
- Improved logic and flow by moving some sections/sentences (e.g., some requirements that were in the background were moved to either proposal requirements or scope of services requirements, as applicable)
- Updated funding amounts, based on projections for FFY 26-27
- Removed COVID language
- Updated with latest research and passage of Measure Z
- Clarified and added to Scope of Services
 - o *This section contains the “deliverables” and are what funded grantees will be expected to do, and therefore, what the commission can ask for*
 - o Added a communications requirement and a meeting requirement
 - o Added in “deliverables” language
 - o Moved the list of project examples that was previously in this section to the appendix, since list of examples is meant to help applicants brainstorm project ideas/activities and give examples of what kinds of projects we have and/or would fund
- Clarified and added to Proposal Submission Requirements
 - o Made sure proposal components match the scope of services
 - o Strengthened language for past grantees (BUSD and CBOs) so that they continue to build off past work and have same requirements as everyone else

What’s Left To Do

- Both docs:
 - o Formatting, headers, footers, page numbers, etc.
 - o Proofread, remove any leftover track changes, comments
- Recommendations document
 - o Update with commission vote on p. 2
- RFP:
 - o Set RFP-related dates (page 1-2, 14)



Sugar-Sweetened Beverage
Product Panel of Experts (SSBPPE)

CONSENT CALENDAR
January 21, 2025

To: Honorable Mayor and Members of the City Council

From: Sugar-Sweetened Beverage Product Panel of Experts Commission

Submitted by: Kenneth Hecht, Chairperson, SSBPPE Commission

Subject: Allocation of \$2.3 Million Over 2 Years, FY 2026 and FY 2027, to Reduce Consumption and Health Impacts of Sugar-Sweetened Beverages (SSBs).

RECOMMENDATIONS

Adopt a Resolution allocating \$2,294,774 from the General Fund in FY2026 (July 1, 2025 through June 30, 2026) and FY2027 (July 1, 2026 through June 30, 2027) 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 \$2.3 million will be distributed in two installments of \$1,147,387 for FY26 and \$1,147,387 for FY27. 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 to implement and enhance the BUSD cooking and gardening programs which aid in reducing the consumption of sugar-sweetened beverages (SSBs) amongst students. The BUSD funding process is separate from the RFP process for community-based organizations and shall be guided by the SSBPPE Commission's Criteria for the BUSD Funding Proposal (Attachment 2).
- 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 RFP process for community-based organizations is separate from the BUSD funding process and shall be guided by the SSBPPE Commission's Selection Criteria for Community Agency Grants (Attachment 3).
- 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.

FISCAL IMPACTS OF RECOMMENDATION

Measure D, passed in November of 2014, and renewed through the passage of Measure Z in November of 2024, created two provisions, namely: a) a 1 cent per ounce tax on sugary drinks distributed in Berkeley and b) creation of a Panel of Experts Commission. The collection of this tax commenced in May of 2015 and is being deposited into the City's General Fund. The SSBPPE Commission's recommendation to Council for allocation of \$2.3 million for FY2026 and FY2027 is independent of the amount of tax collected from the distribution of SSB in Berkeley. his request will create a liability of \$2.3 million for the City's General Fund in FY2026 and FY2027.

CURRENT SITUATION AND ITS EFFECTS

On November 21, 2024, the SSBPPE Commission approved the recommendation to the Berkeley City Council for allocation of \$2.3 million for the period FY2026 and FY2027, to be made available to invest in grants programs to reduce the consumption of sugary drinks and address the health consequences of the consumption of sugary drinks and moved to adopt their recommendation to Council as follows:

Key elements of the resolution include:

- 1) Direct the City Manager to award up to 42.5% of the allocated funds to BUSD through a grant proposal to reduce the consumption of SSBs.
- 2) Direct the City Manager to award at least 42.5% of the allocated funds through an RFP process managed by the HHCS/PHD for grants to community-based organizations consistent with the SSBPPE Commission's goals.
- 3) Direct the City Manager to utilize up to 15% of the allocated funds to support HHCS/PHD to:
 - a. Coordinate and monitor the grant process,
 - b. coordinate the overall program evaluation, and
 - c. produce an annual report that disseminates process and outcome data from the epidemiologist resulting from the SSBPPE Commission funding program as well as,
 - d. pay certain City of Berkeley Finance Department costs related to the sugary drink tax.

Action: Motion to update the SSBPPE Commission City Council recommendation from October 20th, 2022: 1) dates, 2) background as needed, 3) recommendations, and 4) recommending the City Manager utilize up to 15% of the allocated funds to support the COB Public Health Division and Finance Department fees related to the Sugar-Sweetened Beverage Soda Tax.

Votes: Ayes – xx; Noes – xx; Abstain – xx; Absent – Kao, xx

BACKGROUND

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 (the Sugar Sweetened Beverage Products Panel of Experts--SSBPPE) to recommend investments to both reduce the consumption of sugary drinks as well as to address the health consequences of the consumption of sugary drinks. Voters have since renewed this measure, through the passage of Measure Z in November of 2024.

Our nation, our state, and our community face a major public health crisis. Diabetes, obesity, and tooth decay have been on the rise for decades. Although no group has escaped these epidemics, children, as well as low-income communities and communities of color have been and continue to be disproportionately affected. While there is no single cause for the rise in diabetes, obesity, and tooth decay, there is overwhelming evidence of the link between the consumption of sugary drinks and the incidence of diabetes, obesity, heart disease, and tooth decay.

Sugary drinks such as soft drinks, energy drinks, sweetened teas, and sport drinks offer little or no nutritional value, but contribute massive quantities of added sugar. A single 20-ounce bottle of soda, for instance, typically contains the equivalent of approximately 16 teaspoons of sugar. Before the 1950s, the standard soft-drink bottle was 6.5 ounces. In the 1950s, larger size containers were introduced, including the 12-ounce can, which became widely available in 1960. By the early 1990s, 20-ounce plastic bottles had become the norm. At the same time, hundreds of millions of dollars have been spent in an ongoing massive marketing campaign, which particularly targets children and people of color. In 2006 alone, nearly \$600 million was spent in advertising to children under 18. African American and Latinx children are also aggressively targeted with advertisements to promote sugar-laden drinks.

The resulting impact on consumption should not be surprising. The average American now drinks nearly 40 gallons of sugary drinks a year. In the past 20 years, the prevalence of obesity in adults increased from 30.5% to 42.4%, and the prevalence of severe obesity increased from 4.7% to 9.2%. During this time, the prevalence of obesity among youth (aged 2–19 years) increased from 13.9% to 19.3%, and the prevalence of severe obesity increased from 3.6% to 6.1%. The problem is especially acute with children in California. From 1989 to 2008, the percentage of children consuming sugary drinks increased from 79% to 91% and the percentage of total calories obtained from sugary drinks increased by 60% in children ages 6 to 11. This level of consumption has had tragic impacts on community health. Type 2 Diabetes –previously only seen among adults –is now increasing among children. If the current obesity trends are not reversed, it is predicted that one in three children and nearly one-half of Latinx and African American children born in the year 2000 will develop type 2 diabetes in their lifetimes.

Our community has not been immune to the challenge of unhealthy weight gain and obesity. According to the 2018 City of Berkeley Health Status Report, over a quarter of Berkeley's 5th and 7th grade students (all race/ethnicities) are overweight or obese. Berkeley has a lower proportion of 5th and 7th grade children who are overweight or obese (29.4%) compared to children in Alameda County (35.3%) but has a higher proportion compared to California (26.8%). However, a higher proportion of African-American children are overweight or obese in Berkeley compared to Alameda County or California.

Tooth decay has meaningful impact on health, especially for children. In fact, tooth decay is the most common childhood disease, experienced by over 70% of California's 3rd graders. Children who frequently or excessively consume beverages high in sugar are at increased risk for dental cavities. Dental problems are a major cause of missed school days and poor school performance as well as pain, infection, and tooth loss in California.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

When sugary drink consumption decreases due to the direct investments in programs and activities, the SSBPPE Commission expects that there will be a reduction to the City's waste stream.

This two-year grant period supports comprehensive strategies to: a) reduce access to SSBs, b) improve access to water, c) limit marketing of SSBs to children, and d) implement education and awareness campaigns with specific populations. The two-year grant period will also indicate the City of Berkeley's commitment to reducing the consumption of SSBs and improving the health of Berkeley residents, particularly those most impacted by obesity, diabetes, tooth decay, and heart disease. The funding will allow grantees to develop interventions that include education, policy, systems and environmental changes with measurable outcome data and evaluation to show the rise in public awareness about the harmful impacts of SSBs, reduce consumption of SSBs over time, and decrease the health risks among residents of Berkeley.

To have the greatest impact, the SSBPPE Commission recommends that the following populations be prioritized:

- a) Children and their families with a particular emphasis on young children who are in the process of forming lifelong habits,
- b) Children and young adults living in households with limited resources,
- c) Groups exhibiting higher than average population levels of type 2 diabetes, obesity, heart disease, and tooth decay rates,
- d) Groups that are disproportionately targeted by the beverage industry marketing,
- e) Pregnant women,
- f) Berkeley-based organizations that serve any or all of the above populations.

ALTERNATIVE ACTIONS CONSIDERED

The Commission did not identify an alternative action which is consistent with the City's

CITY MANAGER

See City Manager companion report.

CONTACT PERSON

Roberto Terrones, MPH, Commission Secretary, HHCS, (510) 510-981-5324

ATTACHMENTS

1. Resolution
2. SSBPPE Commission's Criteria for BUSD Funding Proposal
3. SSBPPE Commission's Selection Criteria for Community Agency Funding

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

ALLOCATION: \$2.3 MILLION TOTAL FOR SUGAR-SWEETENED BEVERAGE CONSUMPTION AND REDUCTION GRANT PROGRAM IN FY2026 AND FY2027

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

WHEREAS, in FY2026 and FY2027, the City Council awarded a total of \$2.3 million upon the recommendation of the SSBPPE Commission to demonstrate the City’s long-term commitment to decreasing the consumption of SSB and mitigate the harmful impacts of SSB on the population of Berkeley; and

WHEREAS, 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 \$2.3 million from the General Fund to be disbursed in two (2) installments of \$1,147,387 for FY26 and \$1,147,387 for FY27 and invested as follows:

1. Allocate 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 for the period, July 1, 2025 to June 30, 2027; and

2. Allocate at least 42.5% of the allocated funds 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, 2025 to June 30, 2027; and
3. Allocate up to 15% of the allocated funds to support the Berkeley Public Health Division (BPHD) to coordinate and monitor the grant process, coordinate the overall program evaluation, and produce an annual report that disseminates process and outcome data resulting from the SSBPPE Commission funding program as well as City of Berkeley Finance Department fees related to the sugary drink tax.

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

SSBPPE Commission's Criteria for the BUSD Funding Proposal

Required components for BUSD proposal:

List specific activities for how the BUSD proposed project will meet the following:

- 1) Decrease access to SSBs and/or improve access to drinking water.
- 2) Increase or strengthen SSB 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 SSB knowledge, consumption, access, and policy perceptions.
- 4) Increase and strengthen the garden program through nutrition education curriculum, the ways the curriculum addresses SSB consumption, and communication of SSB 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.

Anticipated obstacles: What obstacles do you anticipate how will you try to address them?

Project Measures: 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.

Sustainability Plan: Please describe how your organization will sustain the proposed project/ program activities beyond the funding period.

Communications Plan: Describe how you will meet communication requirements. Include what type of communication product(s) will be produced and what information will be shared.

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.

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 SSB tax) at any BUSD schools or campuses: Yes/No
3. Awarded funding will not supplant BUSD FY26 and FY27 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

SSBPPE Commission's Selection Criteria for Community Agency Funding

Required components of project proposals from community-based organizations:

Proposed Project and Activities:

- 1) Briefly describe the goal of the program or project you would like to see funded.
- 2) Identify which strategies you intend to use in your program.
- 3) Identify the kinds of activities you will use in your program.
- 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.

Anticipated obstacles: What obstacles do you anticipate and how will you try to address them?

Project Measures: Describe all the things that you will measure to know if your program is working.

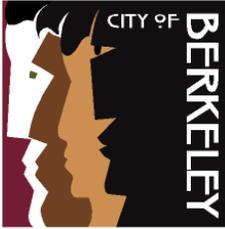
Sustainability Plan: Please describe how your organization will sustain the proposed project/program activities beyond the funding period.

Communications Plan: Include what type of communication product(s) will be produced and what information will be shared.

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.)

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%)



Finance
Department
 General Services
 Division

**REQUEST FOR
 PROPOSALS (RFP)
 Specification No. 23-11597-C
 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 **FY2026 and t FY2027** (July 1, 2025 through June 30, 2027; 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, May 12, 2023** via electronic submission (instructions below). **Late applications will be denied. The funding application will only be accepted online** at www.citydataservices.net. Hard copies will **not** be considered.

If you already have a login with City Data Services for the City of Berkeley, log in with your usual credentials, and click on the button in the upper right corner, "Healthy Berkeley Application." If you do not have a login for City Data Services, go to www.citydataservices.net, and enter: **BERHB24** for both "USER" and "PWD" in the upper right corner. This will open up an online form for you to complete and submit and will generate an exclusive user name and password for your agency. Once you have your account credentials, use them to log in and start your application. A virtual workshop will be offered **from 2-4pm on Monday, May 1, 2023**, to demonstrate the online application: <https://cityofberkeley-info.zoomgov.com/j/1613724895?pwd=bk14WkVxRDFIKzdaZGVvZVNmV1J5OT09>
 Meeting ID: 161 372 4895. Passcode: cds

For questions concerning the City Data Services online application, contact CDS technical support at citydataservices@yahoo.com or call 650-533-5933. **For questions concerning the Request for Proposal**, please contact JoAnn Evangelista, Senior Health Services Program Specialist, via email at jevangelista@cityofberkeley.info no later than **5:00 p.m., Wednesday,**

May 3, 2023. 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., Friday, May 5, 2023.**

We look forward to receiving and
reviewing your proposal. Sincerely,

Darryl Sweet
General Services Manager

2180 Milvia Street, Berkeley, CA 94704 Tel: 510.981.7320 TDD:
510.981.6903

E-mail: purchasing@cityofberkeley.info Website:
cityofberkeley.info/finance/

I. BACKGROUND/INTRODUCTION

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.

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

B. Rationale

Even an average of one serving per day of sugar-sweetened beverages (SSBs) 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 SSB producers. Revenues from the Berkeley SSB tax have the potential to raise awareness of the health effects from the consumption of SSBs. Equally important, revenues from the Berkeley SSB 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 possible investments in school-based gardening and cooking programs in amounts over \$5,000,000. These funds have also provided more than \$5,000,000 for community led and delivered programming to support nutrition education, health services, and norms change. 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 expanded evaluation activities as recommended by the SSBPPE.

D. Funding Goals

The SSBPPE seeks to reduce health disparities and encourages proposals in the following 3 categories:

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 SSBs and will help increase access to water and other healthy beverages. This work could be done in settings like stores, churches, community centers, and other places that community members go to.
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.

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 targeting of youth and communities who are at higher risk for diet-related disease.

E. Funding Amount Available

Per Council Resolution No. 70,765-N.S. adopted on **January 21, 2025**, the Berkeley City Council has allocated from the General Fund a total of \$2,294,774 (\$1,147,387 for FY26 and \$1,147,387 for FY27) 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*. At least \$975,279 will be allocated for community grants and up to \$975,279 will be allocated for BUSD's nutrition education, garden and cooking program. Any additional revenues beyond the projected amounts will be prioritized for grants. Funding is authorized for the period from July 1, 2025 through June 30, 2027. Priority will be given to Berkeley-based organizations serving the population of Berkeley and whose primary missions are food, nutrition- or health-related.

II. SCOPE OF SERVICES

A. Deliverables related to project goal and strategies

The primary goal of this funding opportunity is 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
- Support and create community norms change around healthy food and beverage consumption
- Develop community capacity
 - involve community members in decision-making and priority setting
 - Invest in community and youth leadership potential
- Provide health screenings and referrals and other chronic disease prevention activities
- Decrease sugary drink marketing
- Promote healthy foods, drinks, and behaviors
- Increase access to water and healthy foods and reduce access to SSB and junk foods
- Build partnerships and collaborate with other agencies with similar goals

Examples of project activities that utilize one or more of these strategies and meet funding goals are listed in Attachment P

B. Priority will be given to Berkeley organizations 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 Soda Tax Commission

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 SSB 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

All proposals should be submitted online through the City of Berkeley’s City Data Services www.citydataservices.com. 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 <input type="checkbox"/> No <input type="checkbox"/>
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 SSBs and/or improve access to drinking water.
- 2) Increase or strengthen SSB 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 SSB knowledge, consumption, access, and policy perceptions.
- 4) Increase and strengthen the garden program through nutrition education curriculum, the ways the curriculum addresses SSB consumption, and communication of SSB 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.

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

E. 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.

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.

J. 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 SSB tax) at any BUSD schools or campuses: Yes/No
3. Awarded funding will not supplant BUSD FY26 and FY27 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 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 grantees to identify appropriate performance measures Further information on RBA implementation can be found at: <http://www.raguide.org/>. Funded organizations must be willing to participate in Program-wide Healthy Berkeley evaluation activities and submit the commitment form (**Attachment C**).

Time

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

Provide a minimum of 3 (*three*) client references. References should be California cities or other large public sector entities. 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: **JoAnn Evangelista/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 purchasing 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)

- | | | |
|--------------------------|---|--------------------------|
| <input type="checkbox"/> | Issue RFP to Potential Bidders: | Friday, April 28, 2023 |
| <input type="checkbox"/> | Virtual RFP workshop for applicants: 2-4 p.m. | Monday, May 1, 2023 |
| <input type="checkbox"/> | Questions Due | Wednesday, May 3, 2023 |
| <input type="checkbox"/> | Proposals Due from Potential Bidders | Friday, May 12, 2023 |
| <input type="checkbox"/> | Complete Selection Process | Thursday, May 18, 2023 |
| <input type="checkbox"/> | Council Approval of Contract (over \$50k) | Tuesday, July 25, 2023 |
| <input type="checkbox"/> | Award of Contract | Wednesday, July 26, 2023 |
| <input type="checkbox"/> | Sign and Process Contract | Monday, August 28, 2023 |
| <input type="checkbox"/> | Notice to Proceed | Tuesday, August 29, 2023 |

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

Attachments: Upload onto the online RFP submission template in City Data Services.

- | | |
|---|--------------|
| • 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 |

Reference Documents: Provided as guidance for applicants.

- | | |
|---|--------------|
| • Results Based Accountability: Common Performance Measures | Attachment N |
|---|--------------|

- Selection Criteria and Screening Questions for Reviewers
- Examples of projects and activities

Attachment O
Attachment P

FY26 and FY27 Selection Criteria and Screening Questions for Reviewers*
For Commission Use Only. (Reference for Community Agency Applicants)

	Selection Criteria and Screening Questions	Tier 1	Tier 2	Tier 3	Tier 4
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 points)	No-0	Minimal-1	Some-3	Detailed-5
1.1	Does the proposal include specific strategies to reduce the consumption of sugary drinks?				
1.2	Does the proposal include strategies to increase access to drinking water?				
1.3	Does the proposal include strategies to address health effects of sugary drink consumption with a focus on dental health?				
1.4	Is there a clear rationale for the strategies? Is there a description for why this approach will work?				
1.5	Does the proposal show collaboration with other community organizations or agencies?				
2.	The proposed project indicates how people and communities in the priority populations will be reached (20 points)	No-0	Minimal-1	Some-3	Detailed-5
2.1	Is the priority population clearly defined?				
2.2	Does the applicant have a track record of working with the priority population?				
2.3	Does the proposal address the settings where the priority population works, plays, learns, or worships?				
2.4	Does the proposal aim to change attitudes, beliefs, or behaviors of the priority population?				
2.5	Is the proposal developmentally, culturally, and linguistically appropriate?				
3.	The proposed project describes both strategies and activities that will be used to reach their goals (30 points)	No-0	Minimal-1	Some-3	Detailed-5
3.1	Does the proposal include changes in policies?				
3.2	Does the proposal include changes in systems?				
3.3	Does the proposal include changes to the environments where people spend time?				
3.4	Does the proposal include strategies to change community norms?				
3.5	Does the proposal address ways to counter the marketing of sugary drinks to priority populations?				
4.	The proposal includes a plan for sustaining project efforts and communicating activities, and successes to the larger Berkeley community. (15 points)	No-0	Minimal-1	Some-3	Detailed-5
4.1	Does the proposal include a plan on how to transmit information about their program and proposed activities?				
4.2	Does the plan include multiple ways to communicate the program's successes to the people of Berkeley?				
4.3	Is the communication plan feasible and timely?				
5.	Proposal budget matches the work plan and is appropriate. (10 points)	No-0	Minimal-1	Some-3	Detailed-5
5.1	Does the proposal budget match the proposed activities?				
5.2	Is there a feasible timeline with clear elements of the activities?				

Attachment O

**BUSD application will be reviewed based on criteria explained in page 8 of the RFP*

Examples of projects and activities

Below is a list of the kinds of projects and activities that can be supported with Healthy Berkeley funding. Applicants can use examples from this list in their proposals.

- Limit SSBs in meetings, events, potlucks, celebrations, sports activities, etc.
- Healthy “defaults” for drinks and sides in restaurants or other places that serve food
- Purchasing and donation specifications to limit SSBs
- Ensure water is freely available
- Educate store owners and managers about benefits of the soda tax
- Share with the greater Berkeley community on how the funds made possible by the soda tax support efforts to improve the health of Berkeley residents
- Healthy hydration campaign in youth and adult sports leagues
- Plan a panel discussion, submit an op-ed to the newspaper, use social media
- Public murals with healthy lifestyle images that celebrate the food and culture of priority groups
- Restrict marketing of SSBs in store windows
- Poster contest for kids – with posters posted in storefront windows
- Point-of-decision labels, like shelf talkers, to encourage healthy choices
- Train and support community leaders and advocates (e.g., promotores, peer to peer, water ambassadors, etc.)
- Community-based and youth participatory action projects to engage and involve community members in project planning and decision making
- Continued education on the risk of consuming newer SSB products such as lemonade, boba tea, aguas frescas, sports drinks, energy drinks etc.
- Education on SSB consequences and myths (e.g., diabetes can happen in athletes and regardless of weight)
- Increase awareness of targeted marketing and soda industry tactics

Tooth decay prevention through education in school-aged children with age-appropriate lessons

Attachment P



Public Health Division Update to SSBPPE Commission

November 21, 2024

Janice Chin, MPH, CPC, PMP
Public Health Division Manager
JoAnn Evangelista, MPH
Senior Health Services Program Specialist



CITY OF BERKELEY
HEALTH, HOUSING AND COMMUNITY SERVICES

Enhancing Community Life and Supporting
Health and Wellness for All



BERKELEY PUBLIC HEALTH

Our Vision

A Vibrant and Healthy Berkeley for All

Our Mission

The Public Health Division collaborates with community members and partners to achieve health equity and optimal health for all people in Berkeley through policy, institutional systems change and service provision.

Program Areas



Youth Health and
Readiness



Chronic Disease
Prevention



Healthy
Berkeley
Public Health Working for You
CITY OF BERKELEY



Community
Preparedness and
Immunization



Family Health and
Wellness



BERKELEY PUBLIC HEALTH

What We Do

- Community Health Education and Training
- Capacity Building
 - Train the Trainer
 - Technical Assistance
- Clinical Services and Screenings
- Case Management
- Policy, Systems, & Environmental Change
- Employment Placement and Readiness

The Healthy Berkeley Program

In November 2014, Berkeley became the first city in the U.S. to pass a general tax ordinance on the distribution of sugar-sweetened beverages (SSBs).

Ordinance. 7388-NS

- Effective Jan 1, 2015 and was set to expire Jan. 1, 2027.
- In November 2024, Berkeley voters passed Measure Z, removing the expiration date and extending indefinitely the general tax on SSBs.

Imposes a general tax of one cent (\$0.01) per fluid ounce on the distribution of SSBs

- Includes high-calorie, low-nutrition products, like soda, energy drinks, and heavily pre-sweetened tea, added caloric sweeteners used to produce these sugar-sweetened beverages, i.e. syrups to make sodas
- Certain drinks containing sugar are exempted, i.e. infant formula, milk products, and natural fruit and vegetable juice.



The Healthy Berkeley Program

Branding and media campaign during the initial implementation year resulted in the naming and logo of the Healthy Berkeley program.



HEALTHY BERKELEY funded agencies

○ Work towards reducing the consumption of sugar-sweetened beverages (SSBs) in Berkeley and addressing the consequences of SSB consumption. **Current grant cycle agencies include:**



○ The **SSBPPE Commission** makes recommendations to City Council on how and to what extent the City funds these programs. The SSBPPE Commission submits an annual report to City Council.

Funding in the Recent 3 Grant Cycles

Amount of funding allocated by Council over the last three (3) grant cycles.

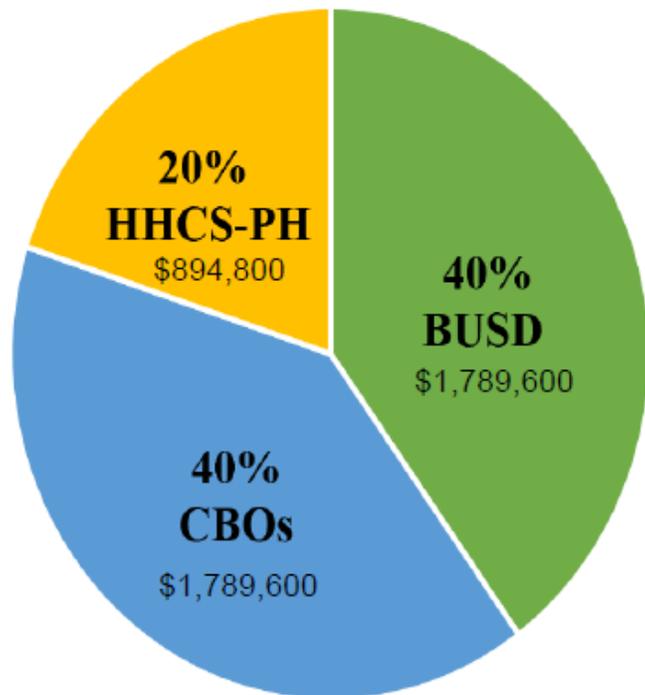


Funding Distributions (%) in the Recent 3 Grant Cycles



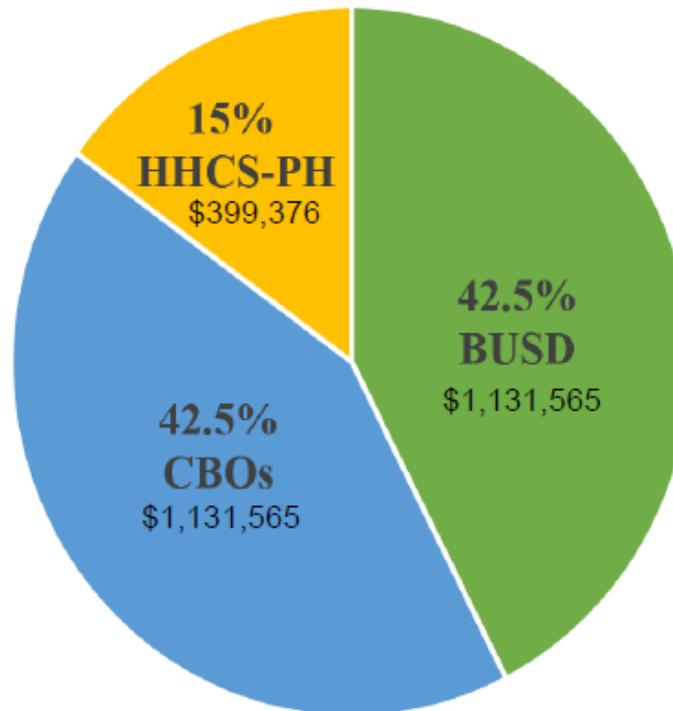
FY20 & FY21

\$2.237 million each year, total \$4.474 million.



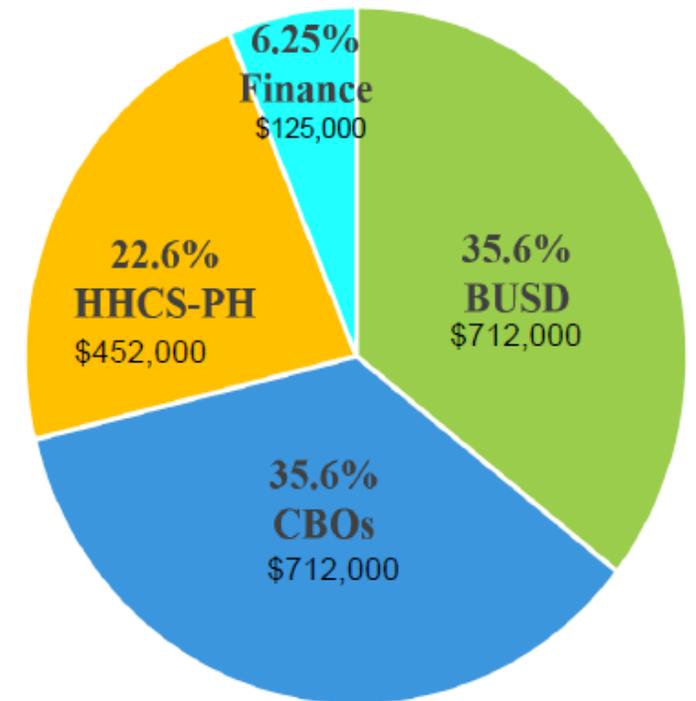
FY22 & FY23

\$1,331,253 each year, total \$2,662,506



FY24 & FY25

\$1 million each year, total \$2,000,000





Finance Revenue Table

From Finance Department:

The projections for FY2026 through FY2028 is:

\$1,147,387 for each year

Projection for FY2026 and FY2027:

\$2,294,774 for a 2 year grant cycle



City of Berkeley
Soda Tax Revenue-FY 2024
For the Months of July 2023 - June 2024

Month	Amount
Jul-23	101,700.72
Aug-23	91,096.92
Sep-23	83,544.48
Oct-23	107,467.71
Nov-23	91,699.61
Dec-23	115,244.29
Jan-24	68,755.47
Feb-24	119,393.56
Mar-24	70,308.05
Apr-24	62,726.26
May-24	98,679.86
Jun-24	99,641.77
Gross Revenue	\$ 1,110,258.70

FY 2015	\$ 242,986.39
FY 2016	\$ 1,757,271.70
FY 2017	\$ 1,578,389.00
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	\$ 1,110,258.70
Total	\$ 12,420,312.63



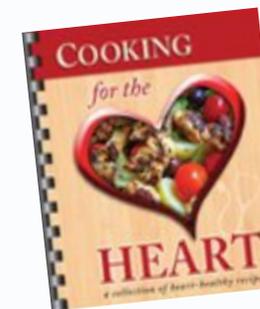
FINANCE ACTIVITIES

- Coordinate the transfer of payment from the vendor to City banking
- Research/answer community inquiries and explain ordinances
- Work with the third party administrator, Muni Services LLC, to identify companies not in compliance and conduct audits
- Generate quarterly reports and presentations
- Revenue analysis for accuracy and completeness
- Process payments



PUBLIC HEALTH ACTIVITIES

- Secretary duties for the SSBPPE Commission
- Facilitate RFP process
- Contracts Management
- Processing Invoices/Payments, Review Reports
- Provide Technical Assistance (TA) for Healthy Berkeley agencies
- Coordinate with Evaluation Consultant
- Support Dashboard Development and Maintenance via data processing
(presented at Sept. 2024 meeting)
- Education, outreach, and TA to support Healthy Checkout
- Support activities aligned with Healthy Berkeley goals
 - *Monitor Refillable Hydration Stations Project
 - *Conduct Nutrition Consultations
 - *Provide Incentives/Resources for Healthy Berkeley agencies





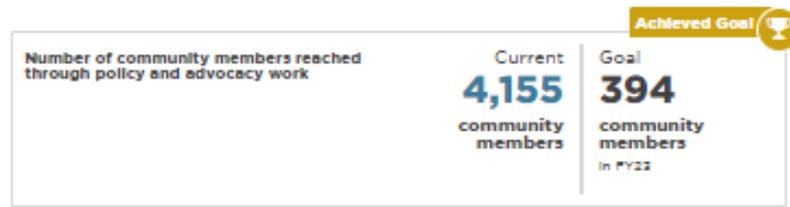
Healthy Berkeley Dashboard

In FY 2024, the City of Berkeley developed a Communication tool allowing Healthy Berkeley agencies to highlight their activities and progress toward performance measures.



Number of community members reached through policy and advocacy work

In addition to providing direct services to the community, Healthy Berkeley contractors participate in policy and advocacy work aimed at reducing the consumption of sugar-sweetened beverages and highlighting health impacts of sugar-sweetened beverages. This work includes community listening sessions, interviews, pop-up tabling events, letters of support, advocacy meetings with City Council, op-eds, social media activity, email newsletters, and information shared on their websites.



Is anyone better off?

Percent of participants that feel more motivated to reduce the amount and/or frequency they drink sugary drinks

Several contractors also administer outcomes surveys at the end of their workshops, classes, events, and trainings. This data is from their post-event surveys.



Goals ranged from 40% to 80%, averaging 66%

because individuals may receive multiple services from multiple agencies, individuals may be counted more than once (i.e. duplicated).

Healthy Checkout Ordinance



Healthy Checkout Ordinance

In September 2020, Berkeley City Council approved the **Healthy Checkout Ordinance**. (Berkeley Municipal Code 7933-NS), effective March 2021.

- Stores over 2,500 square feet that sell at least 25 linear feet of food
- Any food or beverages sold at checkout aisles and within a three-foot radius of the point-of-sale will need to be a healthier item.



Activities

- Bi-annual review of qualifying food and beverage categories.
- Technical assistance for implementation.
- Regular inspections of qualifying Large Retail Stores.
- Issue all rules and regulations consistent with the ordinance, including fees for re-inspection

OVERVIEW

Originally 23 Qualifying Large Retail Stores

“Checkout Area” - any area that is accessible to a customer that is either:



Within a 3-foot distance of any Register



Designated primarily for or utilized primarily by customers to wait in line to make a purchase at a Register, up to and including the Checkout Endcap.

Qualifying food and beverage categories:



Beverages with no added sugars and no artificial sweeteners



Food Items with no more than 5 grams of added sugars, and 200 milligrams of sodium per labeled serving.



Food items must be in the following categories: chewing gum and mints with no added sugars, fruit, vegetables, nuts, seeds, legumes, yogurt or cheese and whole grains.

Summary of Findings

Recent Store Visits in September and October 2024

All of the visits were conducted in person by the Registered Dietician.

Twenty-one (21) stores were visited.

Two of the original 23 stores were closed and one store at time of visit indicated it will be closing.

24% (5) of the stores were in full compliance

76% (16) of the stores were out of compliance but with minimal findings (*had items that met and items that did not meet requirements in checkout area*)

0% (0) were significantly out of compliance



Summary of Findings

Overall, it appears most stores are making efforts to display items at checkout that meet ordinance criteria. Many of the stores display more non-food items now.

Non-compliant products included:

- Beverages with artificial sweeteners
- Beverages with >5 grams of sugar
- Chips, chocolate, baked goods
- Gums, mints

Feedback from Store Managers:

- *Will City of Berkeley help pay for expenses due to lost revenues with implementing the ordinance?*
- *Is there a definitive answer on whether wine/alcohol will be allowed at checkout?*



Outreach

- Provided **“Healthy Checkout Product Guide for Retailers”** informational piece put out by the Center for Science in the Public Interest to use solely as a reference guide. It provides examples of some qualifying food items.
- We did not recommend any particular products.

CATEGORIES

BEVERAGES.....	3
FRUIT	7
VEGETABLES.....	12
NUTS.....	16
SEEDS.....	19
LEGUMES.....	20
DAIRY.....	23
WHOLE GRAINS.....	26
GUM AND MINTS.....	29



Survey & TA

- Provided information/overview of the ordinance for review with Managers on the requirements of the ordinance.
- Survey to assess what type of TA for implementation would be helpful for stores:
 - **What kind of TA do you or your store need to meet the Healthy Checkout Ordinance requirements?**
 - **What type of information and/or resources would better support your efforts?**
 - **Challenges? Positive outcomes?**

Follow-Up

- Enforcement:
Not in the purview of the Public Health Division.

As capacity allows for HHCS-Environmental Health Division, EH will conduct follow-up activities of non-compliant stores as part of regular store inspections of Large Retail Stores qualifying under the ordinance.

Non-compliance violations can result in re-inspection fees and/or citations with fines.

Future Planned Activities



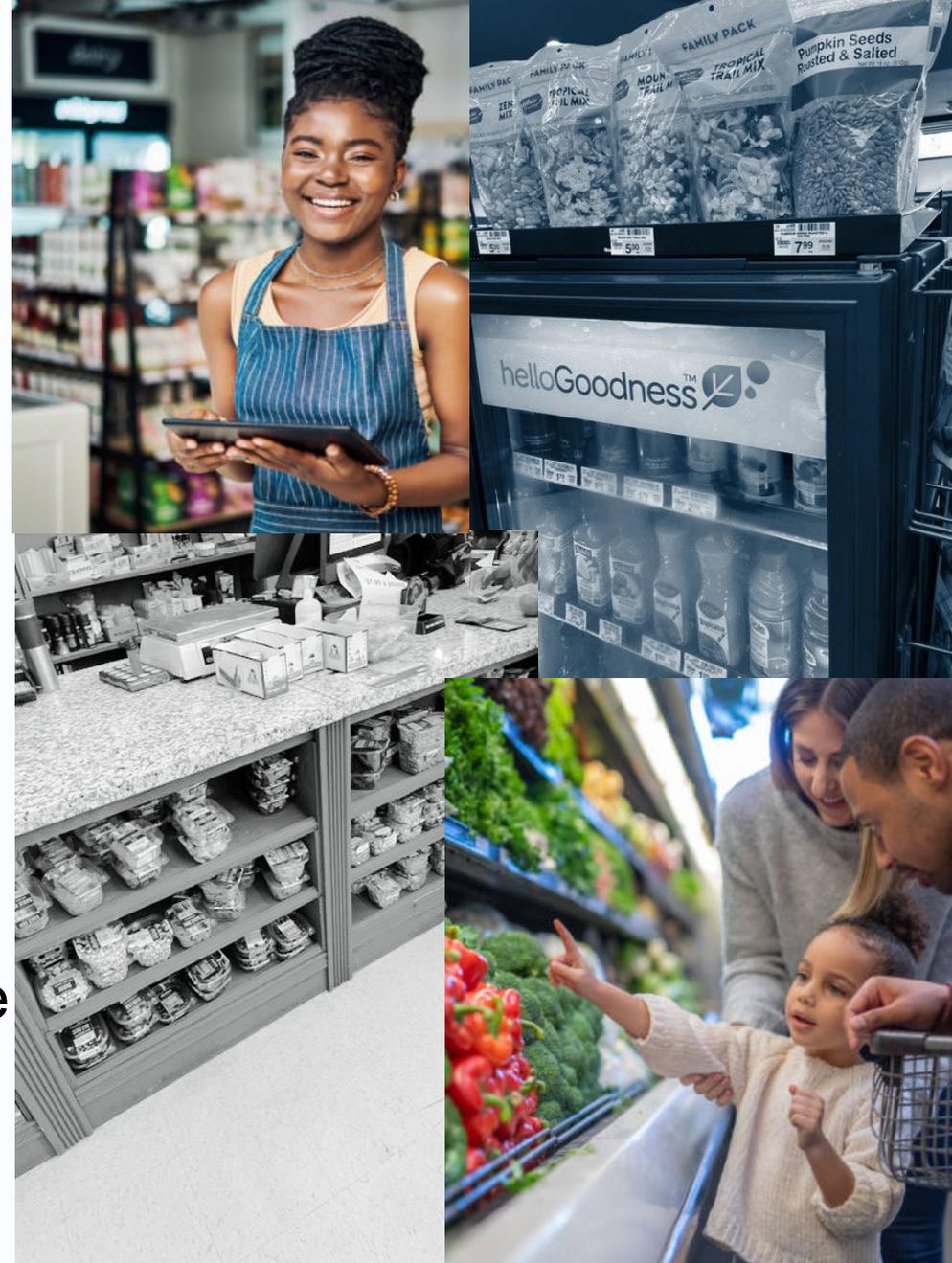
Bi-annual review of qualifying food and beverages - next scheduled review is in January 2025

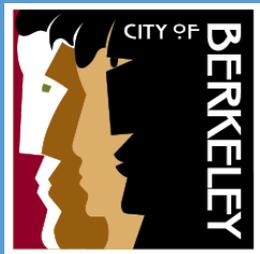


Share information and collaborate with Healthy Berkeley agencies (i.e. Bay Area Community Resources) & other jurisdictions working on healthy checkout policies.



Continue store visits and technical assistance with stores qualifying under the ordinance. Collaborate internally with our HHCS-Environmental Health partners.





Thank you!

