

Sugar-Sweetened Beverages Community Advisory Board Funding Recommendations

FY 2018-2019 RECOMMENDATIONS	
<p>City</p> <ul style="list-style-type: none"> - Parks and Rec - Workforce Development - Oakland Public Libraries - Human Services Department (Food, Seniors, Homeless, Headstart) 	20%
<p>OUSD</p>	20%
<p>Grant Program</p> <p>We recommend the Human Services Department continue to administer the grants program but partner with the SSB Board and other community partners to ensure capacity building TA to enable access for prospective applicants.</p> <p>Recommended funding areas include the existing program areas of:</p> <ul style="list-style-type: none"> - Prevention through Education and Promotion - Healthy Neighborhoods and Places - Health Care Prevention and Mitigation - Policy and Advocacy <p>And will now include:</p> <ul style="list-style-type: none"> - Healthy Food Business Technical Assistance <ul style="list-style-type: none"> o Obtain floor/shelving layout assessments to increase healthy food/beverage (not dietary supplements) inventory. o Layout to implement a floor plan to highlight healthy alternatives at the front of the store and other prominent positioning and/or shelving plan for increasing healthy food inventory. o Marketing support to highlight the alternatives to sugary sweetened beverages that they offer. o Business bootcamp, capital strategy, and other third party services that increase capacity for a business to provide affordable healthy food and beverages to USDA designated low access neighborhoods. <p>The SSB Board also recommends that \$1.5 million of the FY18-19 40% Grant Program allocation be made available to fund the remaining eligible proposals from the Year 1 Community Grants RFP for Reducing Consumption of Sugar Sweetened Beverages.</p>	40%
<p>Special Initiatives</p> <p>We recommend that half of the Special Initiative Fund allocation go towards discretionary/rapid response funding, with the other half towards capital and community investments.</p> <ul style="list-style-type: none"> - Investment Strategies <p>Launch an RFP process to identify a Community Development Financial Institution (CDFI) to administer a "soda alternative" fund that would enable allocated Measure HH funds as risk capital to small businesses providing affordable culturally appropriate healthy food alternatives to communities impacted by SSBs. The following ideas are also based on the greatest needs and hard to come by capital for community driven interventions, such as:</p> <ul style="list-style-type: none"> o Mezzanine capital: Mezzanine capital is a form of financing that is part debt and part equity. It incorporates equity-based options, such as warrants, with a lower-priority debt to provide flexible long term capital for use in buy-outs or growth financings. Frequently unsecured, it usually bears interest at a higher rate than secured loans and often gives the lender a stake in the equity of a project. Mezzanine debt is often used to finance acquisitions, buyouts and accelerated growth. o Runway capital: Capital used to finance overhead before generating positive cash flow from operations of a project. 	10%

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<ul style="list-style-type: none"> ○ Microlending capital: Microloans are short-term loans with relatively low interest rates. Generally these loans are offered to small or developing businesses/projects with modest capital requirements and little-to-no revenue history. <p>*NOTE: An RFP for the CDFIs that would want to administer this fund would need to include the CDFIs experience with small business lending, their expertise in healthy food, their plan to additionally capitalize the program in the case of diminishing Measure HH funds, their proposed borrower requirements, their loan application requirements, the staffing of the fund administration.</p> <ul style="list-style-type: none"> - Capital Improvements This would involve a set aside for one-time capital improvements that are aligned with and in service to addressing the impacts of SSBs as defined below that would be in alignment with the SSB funding criteria. Capital improvements versus infrastructure repairs are definitions below. - Rapid Response Discretionary Funds Projects and initiatives in this area would need to meet the following criteria: <ul style="list-style-type: none"> ○ Be urgent and immediate ○ Have demonstrably far reaching capacity ○ Target high risk communities ○ Be equitable ○ Project ready 	
<p>Project Delivery + Evaluation</p> <ul style="list-style-type: none"> - Board administrative staffing - Communications - Community planning + engagement - Evaluation 	10%

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FY 2019-2020 & FY 2020-2021 RECOMMENDATIONS	
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DEFINITIONS

Capital Improvements

- Improvements that "put" property in a better operating condition
- Restores the property to a "like new" condition
- Addition of new or replacement components or material sub-components to property
- Addition of upgrades or modifications to property
- Enhances the value of the property in the nature of a betterment
- Extends the useful life of the property
- Improves the efficiency of the property
- Improves the quality of the property
- Increases the strength of the property
- Increases the capacity of the property
- Ameliorates a material condition or defect
- Adapts the property to a new use
- Plan of Rehabilitation Doctrine

Infrastructure Repair

- Improvements that "keep" property in efficient operating condition
- Restores the property to its previous condition
- Protects the underlying property through routine maintenance
- Incidental Repair to property

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CRITERIA

The Oakland SSB Board recommends that any Measure HH funding deployed for city departments and OUSD be aligned with the intention of diet related disease prevention and mitigation in neighborhoods and populations most impacted by sugary sweetened beverages. The SSB board is able to provide criteria to this effect upon request.

Examples of this include:

Oakland Parks and Recreation Youth Development

Criteria for OPRYD can be seen in the 2018 Oakland Parks and Recreation Foundation report where a scoring system is provided. Given this scoring system, it is our recommendation that any allocated Measure HH funds focus on parks with D and F scores located within economically disadvantaged or gentrifying neighborhoods.

Oakland Unified School District

Criteria for OUSD funding should target:

- Schools with at least fifty percent of students who are on free and reduced lunch
- Food for programming should come from local sources and tracked
- Target all ages from elementary to high school

Oakland Public Library

Criteria for Oakland Public Library funding should target:

- Support work involving adopting healthy organizational policies or procedures
- Support Summer or after-school programming that promotes healthy eating and active living
- Support reading programs that promote healthy eating and active living
- Support incentive programs that encourage participation

Sugar Sweetened Beverage Community Advisory Board April 8, 2019

Reviewer	Education/Credentials/Professional Experience
8	<ul style="list-style-type: none">• Masters of Social Work, Bachelor of Social Work, and Licensed Clinical Social Worker• Behavioral health practitioner and Trauma Informed Systems practitioner
9	<ul style="list-style-type: none">• Master of Arts and Marriage and Family Therapist Intern• Public health administrator; School-Based Health and Wellness Consultant