

MINUTES TO BE APPROVED
Sugar Sweetened Beverage Community Advisory Board

Oakland City Hall,
1 Frank H. Ogawa Plaza
Oakland, CA 94612
Hearing Room 1, 1st floor
March 11th, 2019 6:30pm-8:30pm

Board Members present: Esperanza Pallana, Jared Fine, Tonya Love, Julia Liou, Justin Watkins

Board Members absent: Kim Carter Martinez, Donna Carey, Laurie Lawson

City Staff Members present: Sandra Taylor, Sharon Robinson, Sara Bedford, Sachelle Heavens, Assistant City Administrator Maraskeshia Smith, Finance Director Katano Kasaine

1. Welcome and Introductions

- **Call to Order**

The meeting was called to order at 6:35pm.

- **Agenda Review and Adoption**

There were no edits or modifications made to the agenda.

2. Open Forum

Ten speakers made public comments:

- **Leticia Perez**, Oakland Lacrosse Club
- **Kevin Kelley**, Oakland Lacrosse Club
- **Anthony Galace**, Alameda County Public Health Commission
- **Jessica Ruth Tremeri**, Roots Community Health Center
- **Jamaica Sowell**, Roots Community Health Center
- **Ajura Smith**, Healthy Black Families
- **Paul Nguyen**, HOPE Collaborative
- **Gavin Raders**, Planting Justice
- **Isaiah Toney**, In-Advance
- **Francis Calpotura**, Sugar Freedom Project

3. An Informational Report from the Human Services Department (HSD) on Preliminary Recommendations for Proposals for the Community Grants Program in Response to the Reducing Consumption of Sugar-Sweetened Beverages Community Grants Request for Proposals (RFP)

City staff discussed the HSD's preliminary recommendation for grants in response to the RFP. Two million was approved by City Council in the Adopted Mid-cycle Budget to fund the community grants from the FY2017-2018 Sugar-Sweetened Beverage Distribution Tax Fund revenue. Out of 29 total proposals received, 14 proposals were highly recommended

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for funding. Five were not recommended. The remaining proposals may be considered if funds become available.

The funding recommendation was based on proposal ratings of external readers and proposals strategic alignment with the Board's intentions to prioritize resources in neighborhoods most affected by consumption of sugar sweetened beverages, experience with serving local communities and innovative practices focused on healthy retail and food systems. Pending City Council approval in April, staff will work with selected agencies to support submission of documents needed for contracting and scope of work modifications.

Board members requested additional information about the community grants process.

- Ranking of proposals
- Profile of the readers
- Inquiry around proposals and number of Asian Pacific Islanders to be served

4. Recommendation for Allocation of Sugar Sweetened Beverage Tax Funds

Chair Esperanza Pallana made a motion to adopt the allocation of 2018-2019 tax funds, described in detail in the following breakdown: OUSD will be allocated 20%. Funding for City departments will be allocated 20%. Special Initiatives will be allocated 10%. Project delivery and evaluation will be allocated 10%. 40% of the total allocation will be given to community based grants. Within this specific allocation to community based grants, the recommendation was made to request Oakland City Council to fund ten proposals that were considered worthy of approval but for which monies were not available. This same allocation plan is to guide funding recommendations for the budget covering fiscal years 2019-2020 and 2020-2021. Move forward with City administration of the tax program with additional assistance to build capacity of community partners. Jared Fine seconded the motion. All other Board members agreed to the motion unanimously.

Three speakers spoke on this item:

- **Francis Calpotura**, Sugar Freedom Project
- **Gavin Raders**, Planting Justice
- **Julie Wedge**, Chief of Staff to Council President Rebecca Kaplan

5. Board Committee Updates

There were no new committee updates.

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6. Administrative Update

- **Request for Qualifications (RFQ) Seeking Professional Services Release**

City staff discussed the RFQ scope of work will cover the key areas of: marketing, communications, evaluation, development of the data tracking system, strategic planning, and possibly some other TA work in the community. The RFQ release date is expected in March 2019. The Board was asked to provide any known contacts in the marketing industry, with firms and vendors that are doing work around health issues as it ties into the four funding areas. Proposals were anticipated to be submitted by applicants in April. Board members were asked to be involved in the potential interviews for the marketing and communications firms, probably occurring in May-June. The goal to establish contracts with selected applicants is on or around July 1.

7. Adjournment

The meeting was adjourned at 8:15pm.

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%

Sugar-Sweetened Beverages Community Advisory Board Funding Recommendations

<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%

Sugar-Sweetened Beverages Community Advisory Board Funding Recommendations

FY 2019-2020 & FY 2020-2021 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%
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Sugar-Sweetened Beverages Community Advisory Board Funding Recommendations

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<p>Project Delivery + Evaluation</p> <ul style="list-style-type: none"> - Board administrative staffing - Communications - Community planning + engagement - Evaluation 	10%

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

Sugar-Sweetened Beverages Community Advisory Board Funding Recommendations

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 Beverages RFP

Ranking - Remaining Submitted Proposals

(Note: These proposals have not been recommended)

Agency Name	Project Title	Funding Strategy	Ranking
Alameda County Community Food Bank	Community Nutrition Worker Program	Prevention through Education and Promotion	15
Asian Health Services	Moving a Madison Park Wraparound Health Program (MMWHP)	Healthy Neighborhoods and Places	16
Alameda Health Consortium	Diabetes Prevention and Oral Health Initiative	Health Care Prevention and Mitigation	17
Mercy Retirement and Care Center	Mercy Brown Bag Program	Healthy Neighborhoods and Places	18
West Oakland Health	West Oakland Community Wellness Program	Healthy Neighborhoods and Places	19
18 Reasons	Cooking Matters	Healthy Neighborhoods and Places	20
YMCA	Growing Stronger Together	Prevention through Education and Promotion	21
Eden I&R	2-1-1 as an Intervention to Reduce the Consumption of SSB	Prevention through Education and Promotion	22
Spectrum Community Services, Inc.	Oakland Senior Meals Project	Healthy Neighborhoods and Places	23
Urban Strategies Council, Fiscal Sponsor for Mandela Grocery Cooperative, Inc.	Steps for a Healthier Life	Healthy Neighborhoods and Places	24
Walk Oakland Bike Oakland	Oaklavia-Open Streets	Healthy Neighborhoods and Places	25
Designing Justice Designing Spaces (DJDS)	Pop-Up Resource Village	Healthy Neighborhoods and Places	26
Best Weigh of Life	Best Weigh of Life	Healthy Neighborhoods and Places	27
Prescott-Joseph Center for Community Enhancement (PJCCE)	PJCCE Oakland Cares-More Waterm Less Sugar-Sweetened Drinks	Health Care Prevention and Mitigation	28
Preventive Care Pathways	Preventive Care Pathways-Watson Wellness Water Project	Prevention through Education and Promotion	29

City of Oakland-Human Services Department

Sugar-Sweetened Beverage Tax Fund



To: Sugar-Sweetened Beverages Community Advisory Board
From: Sandra Taylor, HSD Manager
Date: April 5, 2019
Re: Community Grants Program – Proposals Reviewer Profile

Summary

This memo is informational. The Human Services Department recruited nine individuals to review and score the 29 proposals submitted in response to the SSB Community Grants Program. The proposal reviewers were a dynamic and diverse group of individuals, as outlined below, who brought a variety of viewpoints and expertise to the proposal review process. Many of the reviewers are long-term Oakland residents and all were committed to the vision and goals of the SSB Advisory Board.

Demographic Profile

- African American: 4
- Asian/Asian Pacific Islander, includes Filipino American: 3
- Caucasian: 2

Education/Credentials/Professional Experience

Reviewer	Education/Credentials/Professional Experience
1	<ul style="list-style-type: none"> • Master of Social Work and Licensed Clinical Social Worker (LCSW) • School-Based Clinical Manager with experience working with youth and families in urban communities around workforce development and urban garden programs
2	<ul style="list-style-type: none"> • Master of Public Administration and HUD Certified Family-Sufficiency Program Coordinator • Community grants management
3	<ul style="list-style-type: none"> • Master of Public Health and Bachelor of Dental Surgery • Retired dentist, School of Dentistry faculty, and public health lecturer and author
4	<ul style="list-style-type: none"> • Master of Public Health and Bachelor of Arts, Social and Behavioral Sciences • Public health administrator
5	<ul style="list-style-type: none"> • Doctorate in Education Leadership, Master of Arts in Early Childhood Education and Bachelor of Science in Business Administration • Educator, lecturer, consultant and facilitator around early childhood development, equity practices, and trauma informed approaches
6	<ul style="list-style-type: none"> • Doctor of Medicine, OB/GYN and Master of Public Health • Healthcare administrative consultant and retired medical doctor and public health administrator
7	<ul style="list-style-type: none"> • Doctorate, Organizational Development/Analysis • Consultant; organizational development, strategic analysis, and equity strategist

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