

# Sugar-Sweetened Beverage Community Advisory Board

## Regular Meeting

February 14 ■ 6:30pm-8:30pm

### Zoom Teleconference

Pursuant to California Government Code section 54953(e), Oakland Sugar-Sweetened Beverage Community Advisory Board Members/Commissioners, as well as City staff, will participate via phone/video conference, and no physical teleconference locations are required.

Please click the link to join the teleconference: <https://us02web.zoom.us/j/84288286924>

#### TO OBSERVE:

<https://us02web.zoom.us/j/84288286924>

Or iPhone one-tap :

US: +16699009128, 84288286924# or +12532158782,,84288286924#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656 or +1 301 715 8592  
or +1 312 626 6799

Webinar ID: 842 8828 6924

International numbers available: <https://us02web.zoom.us/j/84288286924>

#### TO COMMENT:

1) To comment by Zoom video conference, you will be prompted to use the "Raise Your Hand" button to request to speak when Public Comment is being taken on the eligible Agenda item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

2) To comment by phone, you will be prompted to "Raise Your Hand" by pressing "\* 9" to request to speak when Public Comment is being taken on the eligible Agenda Item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

#### ADDITIONAL INSTRUCTIONS:

1) Instructions on how to join a meeting by video conference is available at: <https://support.zoom.us/hc/en-us/articles/201362193%20-%20Joining-a-Meeting#>

2) Instructions on how to join a meeting by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663%20Joining-a-meeting-by-phone>

3) Instructions on how to "Raise Your Hand" is available at: <https://support.zoom.us/hc/en-us/articles/205566129-Raising-your-hand-In-a-webinar>

#### Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

· If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.

· If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.

· If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

*In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar-Sweetened Beverages Community Advisory Board, please contact the Human Services Department at 510-238-3088. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.*

# Sugar-Sweetened Beverage Community Advisory Board

## AGENDA

1. Welcome and Call to Order
  - Roll Call, Introductions
    - Introduction of new full time SSB Coordinator
    - Introduction of new SSB Advisory Board Members
  - Announcements
  - Agenda Review and Adoption
2. Adopt a continuing resolution as per AB 361 establishing certain findings justifying the ongoing need for virtual meetings Action
3. Open Forum
4. Adoption of Prior Meeting Minutes: January 10, 2022 Action
5. Update from the City Administrator's Office on the Measure HH Revenue Status Informational
6. Update from OPRYD and discussion of partnership framework with SSB Advisory Board Discussion
7. Presentation of the Alameda County Public Health Department Produce Coupon Pilot Informational
8. Update from the Marketing Campaign Informational
9. Board Retreat Planning Discussion Informational
10. Administrative Update Informational
11. Agenda Items for the Next Board Meeting Action
12. Adjournment

# OAKLAND SUGAR SWEETENED BEVERAGE COMMUNITY ADVISORY BOARD

RESOLUTION NO. \_\_\_\_\_

---

**ADOPT A RESOLUTION DETERMINING THAT CONDUCTING IN-PERSON MEETINGS OF THE OAKLAND SUGAR SWEETENED BEVERAGE COMMUNITY ADVISORY BOARD AND ITS COMMITTEES WOULD PRESENT IMMINENT RISKS TO ATTENDEES' HEALTH, AND ELECTING TO CONTINUE CONDUCTING MEETINGS USING TELECONFERENCING IN ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 54953(e), A PROVISION OF AB-361.**

**WHEREAS**, on March 4, 2020, Governor Gavin Newsom declared a state of emergency related to COVID-19, pursuant to Government Code Section 8625, and such declaration has not been lifted or rescinded. See <https://www.gov.ca.gov/wp-content/uploads/2020/03/3.4.20-Coronavirus-SOE-Proclamation.pdf>

**WHEREAS**, on March 9, 2020, the City Administrator in their capacity as the Director of the Emergency Operations Center (EOC), issued a proclamation of local emergency due to the spread of COVID-19 in Oakland, and on March 12, 2020, the City Council passed Resolution No. 88075 C.M.S. ratifying the proclamation of local emergency pursuant to Oakland Municipal Code (O.M.C.) section 8.50.050(C); and

**WHEREAS**, City Council Resolution No. 88075 remains in full force and effect to date; and

**WHEREAS**, the Centers for Disease Control (CDC) recommends physical distancing of at least six (6) feet whenever possible, avoiding crowds, and avoiding spaces that do not offer fresh air from the outdoors, particularly for people who are not fully vaccinated or who are at higher risk of getting very sick from COVID-19. See <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>;

**WHEREAS**, the CDC recommends that people who live with unvaccinated people avoid activities that make physical distancing hard. See <https://www.cdc.gov/coronavirus/2019-ncov/your-health/about-covid-19/caring-for-children/families.html>;

**WHEREAS**, the CDC recommends that older adults limit in-person interactions as much as possible, particularly when indoors. See <https://www.cdc.gov/aging/covid19/covid19-older-adults.html>;

**WHEREAS**, the CDC, the California Department of Public Health, and the Alameda County Public Health Department all recommend that people experiencing COVID-19 symptoms stay home. *See* <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>;

**WHEREAS**, persons without symptoms may be able to spread the COVID-19 virus. *See* <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>;

**WHEREAS**, fully vaccinated persons who become infected with the COVID-19 Delta variant can spread the virus to others. *See* <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>;

**WHEREAS**, the City's public-meeting facilities are indoor facilities that do not designed to ensure circulation of fresh / outdoor air, particularly during periods of cold and/or rainy weather, and were not designed to ensure that attendees can remain six (6) feet apart; now therefore be it:

**WHEREAS**, holding in-person meetings would encourage community members to come to City facilities to participate in local government, and some of them would be at high risk of getting very sick from COVID-19 and/or would live with someone who is at high risk; and

**WHEREAS**, in-person meetings would tempt community members who are experiencing COVID-19 symptoms to leave their homes in order to come to City facilities and participate in local government; and

**WHEREAS**, attendees would use ride-share services and/or public transit to travel to in-person meetings, thereby putting them in close and prolonged contact with additional people outside of their households; now therefore be it:

**RESOLVED:** that the Oakland Sugar-Sweetened Beverage Community Advisory Board finds and determines that the foregoing recitals are true and correct and hereby adopts and incorporates them into this Resolution; and be it

**FURTHER RESOLVED:** that, based on these determinations and consistent with federal, state and local health guidance, the Oakland Sugar-Sweetened Beverage Community Advisory Board determines that conducting in-person meetings would pose imminent risks to the health of attendees; and be it

**FURTHER RESOLVED:** that the Oakland Sugar-Sweetened Beverage Community Advisory Board firmly believes that the community's health and safety seriously and the community's right to participate in local government, are both critically important, and is committed to balancing the two by continuing to use teleconferencing to conduct public meetings, in accordance with California Government Code Section 54953(e), a provision of AB-361; and be it

**FURTHER RESOLVED:** that the Oakland Sugar-Sweetened Beverage Community Advisory Board will renew these (or similar) findings at least every thirty (30) days in accordance with California Government Code section 54953(e) until the state of emergency related to COVID-19 has been lifted, or the Oakland Sugar-Sweetened Beverage Community Advisory Board finds that in-person meetings no longer pose imminent risks to the health of attendees, whichever is occurs first.

# Sugar-Sweetened Beverage Community Advisory Board

## MINUTES TO BE APPROVED

### Regular Meeting

January 10, 2022 ■ 6:30pm-8:30pm

**Zoom Teleconference**

## AGENDA

### 1. Welcome and Call to Order

Members Present: Hammock, Alston, Wong, Aikens, Obad,

Note: although a quorum was present, the Board did not have an acting officer present as the Chair was unavailable and the Vice Chair seats are vacant. The group moved forward without a chair to non-business items, and then the election of officers.

### 2. Adopt a continuing resolution as per AB 361 establishing certain findings justifying the ongoing need for virtual meetings

Member Aikens made a motion to adopt, seconded by Member Alston and the motion passed unanimously.

### 3. Open Forum

There were no Open Forum speakers,

### 4. Adoption of Prior Meeting Minutes: November 8, 2021

The November Meeting Minutes were adopted with one abstention—Member Aikens who was not in attendance in November.

### 5. Update from the City Administrator's Office on the Measure HH Revenue Status

#### Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

· If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.

· If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.

· If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

*In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar-Sweetened Beverages Community Advisory Board, please contact the Human Services Department at 510-238-3088. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.*

# Sugar-Sweetened Beverage Community Advisory Board

Joe DeVries reviewed the update provided in the packet which shows revenue coming in at an average rate of \$691,000 per month in the first quarter which equates to \$8.3 million for the year which is slightly above the projection.

Member Aikens stated that the flattening of revenue and its unpredictability is reason to advise the community funded partners and the City to seek additional revenue streams to support the work. Joe DeVries noted that forming connections with the private sector, such as foundations like Eat, Live, Play could bolster the work significantly, referencing the large investment that foundation made in increasing food access during the pandemic and that he did hope, with full staffing that the City could pursue this as part of the SSB work.

There was one public speaker: Katie Ettman with SPUR also noted that the revenue is designed to go down as the intent of the measure was to reduce consumption. Therefore, the City should not fund ongoing programming with these funds.

## **6. Annual Election of Board Chair and Vice Chair Positions**

Member Aikens was nominated to serve as Board Chair by Member Obad and the nomination was seconded by Member Wong. The motion to elect Member Aikens passed unanimously.

Member Breines was nominated to serve in one of the Vice Chair positions by Member Alston and seconded by Member Obad. The motion to elect Member Breines as Vice Chair passed unanimously.

Member Alston was nominated to serve in the second Vice Chair position by Member Wong and seconded by Member Aikens. The motion to elect Member Alston passed unanimously.

Chair Aikens noted that with some turn over in the Board, it would help to do some background briefing work on the brief history of the measure. Joe DeVries noted that with a new staff member joining and new members soon to be appointed, a retreat would be recommended to really delve into the issues in depth. All agreed that staff should begin planning a retreat for March.

One Public Speaker, Katie Ettman with SPUR, offered to provide background material and her organizations analysis of Sugar Sweetened Tax Measures beyond Oakland to provide context.

## **7. Approval of the framework for the 2022-24 RFP for Community Grant Programs**

# Sugar-Sweetened Beverage Community Advisory Board

Joe DeVries provided the summary of proposed funding categories that was included in the packet for consideration and Member Wong, who served on the ad hoc committee reviewed the committee's strategy. It includes an emphasis on food security, asking partners to participate in the public education campaign. She also noted that the committee preserved the policy/advocacy funding because they felt that was important. Also, the total amount available for a single grant was doubled to \$300K.

Member Alston asked about some of the modifications to the subcategories. Joe DeVries explained there was a desire to reduce the emphasis on education and outreach and increase the emphasis on direct service delivery. He explained that during the pandemic, a lot of the education efforts became virtual and harder to track deliverables. Whereas, increase funding for actual screenings or services would have a greater impact.

Member Wong also pointed out a desire to draw a more direct line to reducing consumption of SSBs as part of each proposal.

Chair Aikens made a motion to support the recommendations of the ad hoc committee and it passed unanimously.

## **8. Board Updates**

There were no committee updates but Chair Aikens suggested that the Board should focus on what needs to be done to make committee work successful moving forward. The group clarified which committees are standing versus ad hoc. It was decided this would be an important topic for the retreat. Member Wong noted the vacancies need to be filled and asked Joe to clarify the total number of vacancies. He explained there was just one vacancy but a second member had been absent long enough that their seat is becoming vacant. Last, former Chair Watkins decided he needed to step away from the work of the board so there are three vacancies.

There was some discussion about the current board make-up and the requirements for vacant seats in regard to background, expertise, and geographic representation.

## **9. Administrative Update**

Joe DeVries announced that the recruitment process took longer than he hoped but felt that he had identified the right candidate and hopes to announce their start date soon. He also noted the Campaign material is ready to go as is the RFP so the timing is right for a new staff member to step up. He is hopeful the retreat could be in person at City Hall.

## **10. Agenda Items for the Next Board Meeting**

# Sugar-Sweetened Beverage Community Advisory Board

- The OPRYD presentation,
- Marketing Campaign Update,
- presentations (if possible) from groups receiving debit cards.

## 11. Adjournment

The meeting adjourned at 7:55.

SSBT Net Collection Summary (by month)

Fiscal Year	Month	Revenue	YTD
FY 2021-22	Jul-21	\$771,240.27	\$771,240.27
	Aug-21	\$644,221.62	\$1,415,461.89
	Sep-21	\$664,068.61	\$2,079,530.50
	Oct-21	\$582,531.71	\$2,662,062.21
	Nov-21	\$635,141.65	\$3,297,203.86
	Dec-21	\$388,268.89	\$3,685,472.75
	Jan-22	\$0.00	\$3,685,472.75
	Feb-22	\$0.00	\$3,685,472.75
	Mar-22	\$0.00	\$3,685,472.75
	Apr-22	\$0.00	\$3,685,472.75
	May-22	\$0.00	\$3,685,472.75
	Jun-22	\$0.00	\$3,685,472.75

SSBT Reconciliation

	July-21 Pmts	Aug-21 Pmts	Sep-21 Pmts	Oct-21 Pmts	Nov-21 Pmts	Dec-21 Pmts	Jan-22 Pmts	Feb-22 Pmts	Mar-22 Pmts	Apr-22 Pmts	May-22 Pmts	Jun-22 Pmts	Jul-22 Pmts (accrual)
Jul-21		\$677,521.47	\$57,194.86	\$5,264.36	\$24,612.19	\$2,423.85	\$4,223.54	\$0.00					
Aug-21			\$263,679.85	\$378,078.90	\$2,100.88	\$517.84	(\$155.85)	\$0.00					
Sep-21				\$194,318.62	\$467,839.10	\$1,834.34	\$76.55	\$0.00					
Oct-21				\$33.96	\$310,163.27	\$270,877.95	\$1,456.53	\$0.00					
Nov-21						\$252,646.06	\$381,172.81	\$1,322.78					
Dec-21							\$18,624.08	\$369,644.81					
Jan-22													
Feb-22													
Mar-22													
Apr-22													
May-22													
Jun-22													
<b>Total</b>	\$0.00	\$677,521.47	\$320,874.71	\$577,695.84	\$804,715.44	\$528,300.04	\$405,397.66	\$370,967.59	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

As shown in Oracle

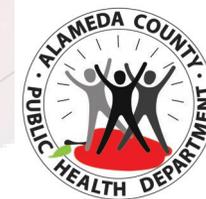
Period	Currency	PTD	PTD Converted	YTD	YTD Converted
P01-22	USD	0.00		0.00	
P02-22	USD	(677,521.47)		(677,521.47)	
P03-22	USD	(320,874.71)		(998,396.18)	
P04-22	USD	(577,695.84)		(1,576,092.02)	
P05-22	USD	(804,715.44)		(2,380,807.46)	
P06-22	USD	(528,300.04)		(2,909,107.50)	



# Produce Coupon Pilot

Alameda County Public Health Dept.  
Nutrition Services Program

Nori Grossmann, MPH, RD



**Healthy Living**  
*...for life!*

Nutrition Services • Alameda County Public Health Department



# Healthy Retail Goals

- ▶ Change local retail environments by increasing access to healthy foods in underserved neighborhoods
- ▶ Increase consumer demand for fruits and vegetables.



# AC Retail Partners

2014-2022

**2014** → Started with 5 stores

Lucky, Gazzali, Rancho, Sun Sang, Supermercado Mi Tierra (San Leandro)

**2017** → Increased to 14 stores

Dallaq, Food Town, Gazzali Better Trade, Jim's, Holly, Royal, Mi Tierra (International Blvd - Oakland), Zavala, Supermercado La Raza (Ashland), General

**2019** → Increased to 22 stores

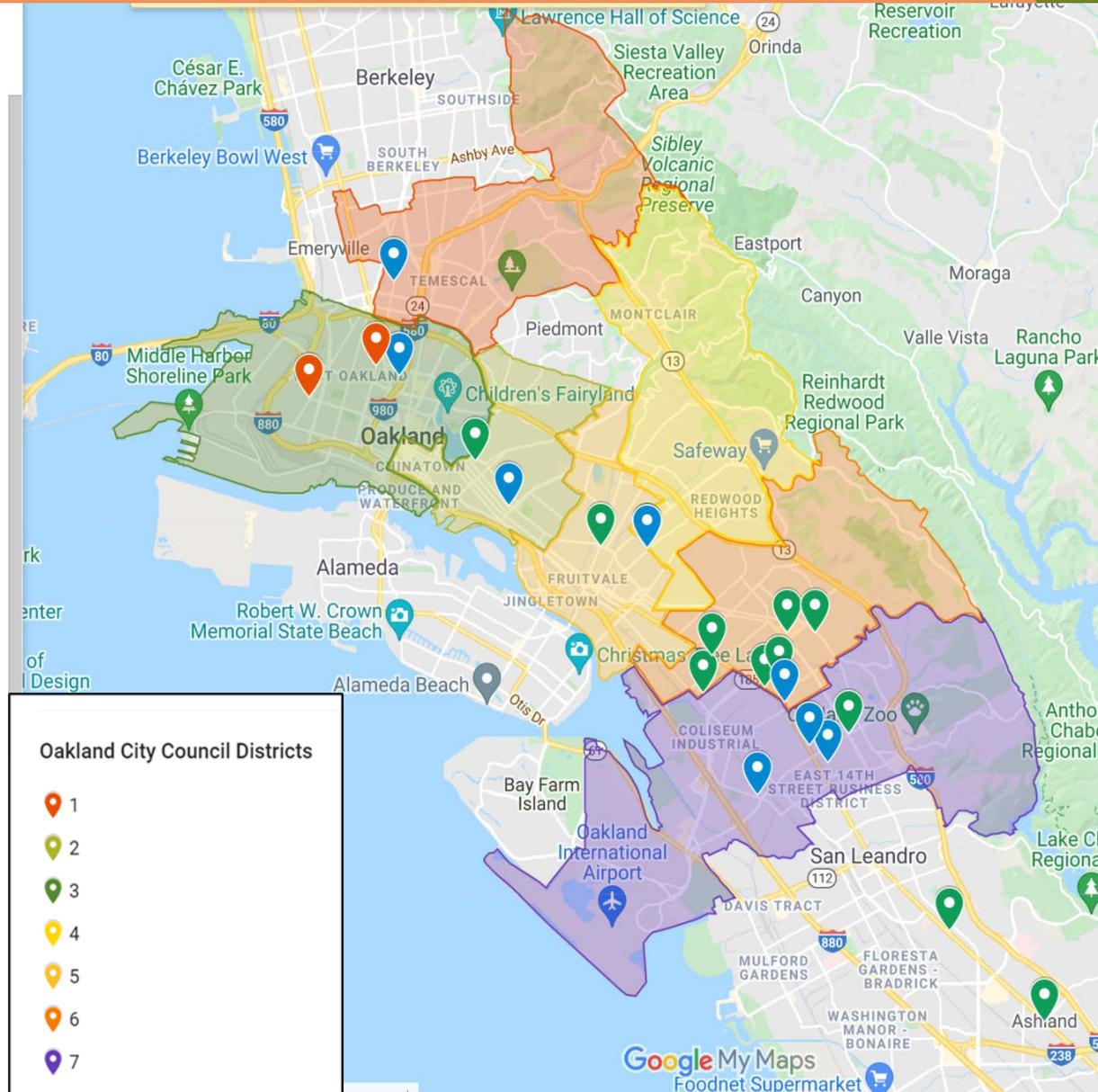
3 Amigos, One Stop, Q&S, M&O, Jalos, Jalisco, Savemore, Arrwa One Stop



# Retail Partner Locations

## Retail Partners

- ^
- 📍 Captain Liquor
- 📍 Dallaq Market
- 📍 Food Town Supermarket
- 📍 Gazzali's Better Trade
- 📍 Gazzali's Supermarket
- 📍 General Liquors
- 📍 Holly Market
- 📍 Jalisco Market
- 📍 Jalos Market
- 📍 Jalos Market
- 📍 Lucky's
- 📍 M & O Market
- 📍 One Stop
- 📍 Q & S Market
- 📍 Rancho Market and Produce
- 📍 Royal
- 📍 Sav Mor Liquor Store
- 📍 Supermercado La Raza
- 📍 Super Mercado Mi Tierra
- 📍 Super Mercado Mi Tierra
- 📍 Three Amigos
- 📍 Zavala Produce





# Strategies



# Product Placement



Before



After



# New Signage



Before



After



# Provider Pilot Intervention





# Additional Strategies





# New Refrigerators!!





# Produce Dedicated Refrigeration



Before



After



# Collaborative Ribbon Cutting Event in Partnership with Local Officials





# Store Owners Concerns

- Customers would not buy the produce
- Lose money
- Increased produce waste



# Methods

Table 1- Produce Coupon Pilot Stores

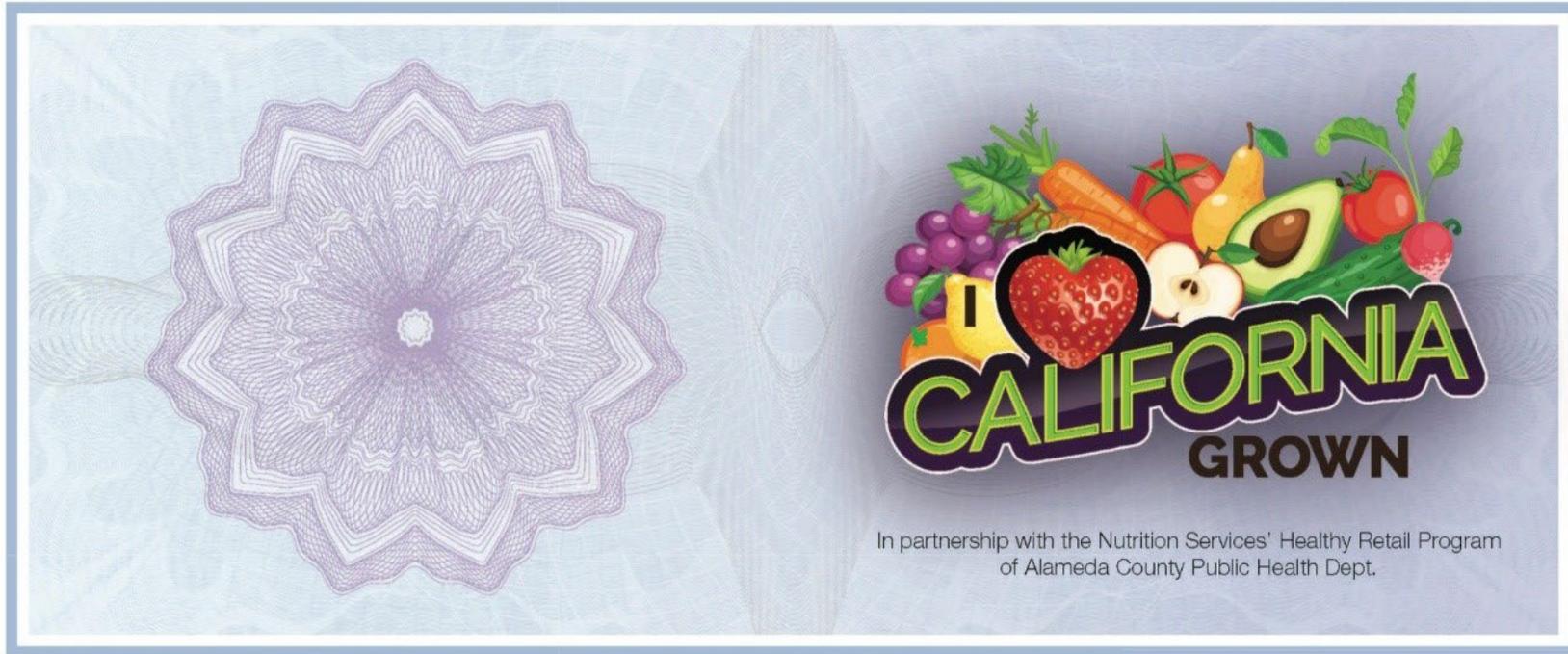


# ID Partner Stores

Store	Address	Number of Refrigerators	Produce Coupon Amount
Dallaq	6901 Lion Way, Oakland	2	\$5
Gazzali's	7000 Bancroft Ave. Oakland	1	\$5
General Market	4301 Market St. Oakland	1	\$4
Holly Market	7900 Holly St. Oakland	1	\$3 & \$5
Rancho Market and Produce	1950 Fruitvale Ave. Oakland	1	\$5
Royal Foods Supermarket	7615 MacArthur Blvd. Oakland	1	\$5
Supermercado La Raza	16411 E. 14th St. Ashland	1	\$3



# Coupon Design-Front





# Coupon Design- Back

DISCOUNT COUPON



**\$5 OFF**

ON FRESH PRODUCE

DALLAQ MARKET  
6901 LION WAY  
OAKLAND, CA 94621

EXPIRES: APRIL 30, 2021

**Healthy Living**  
*...for life!*

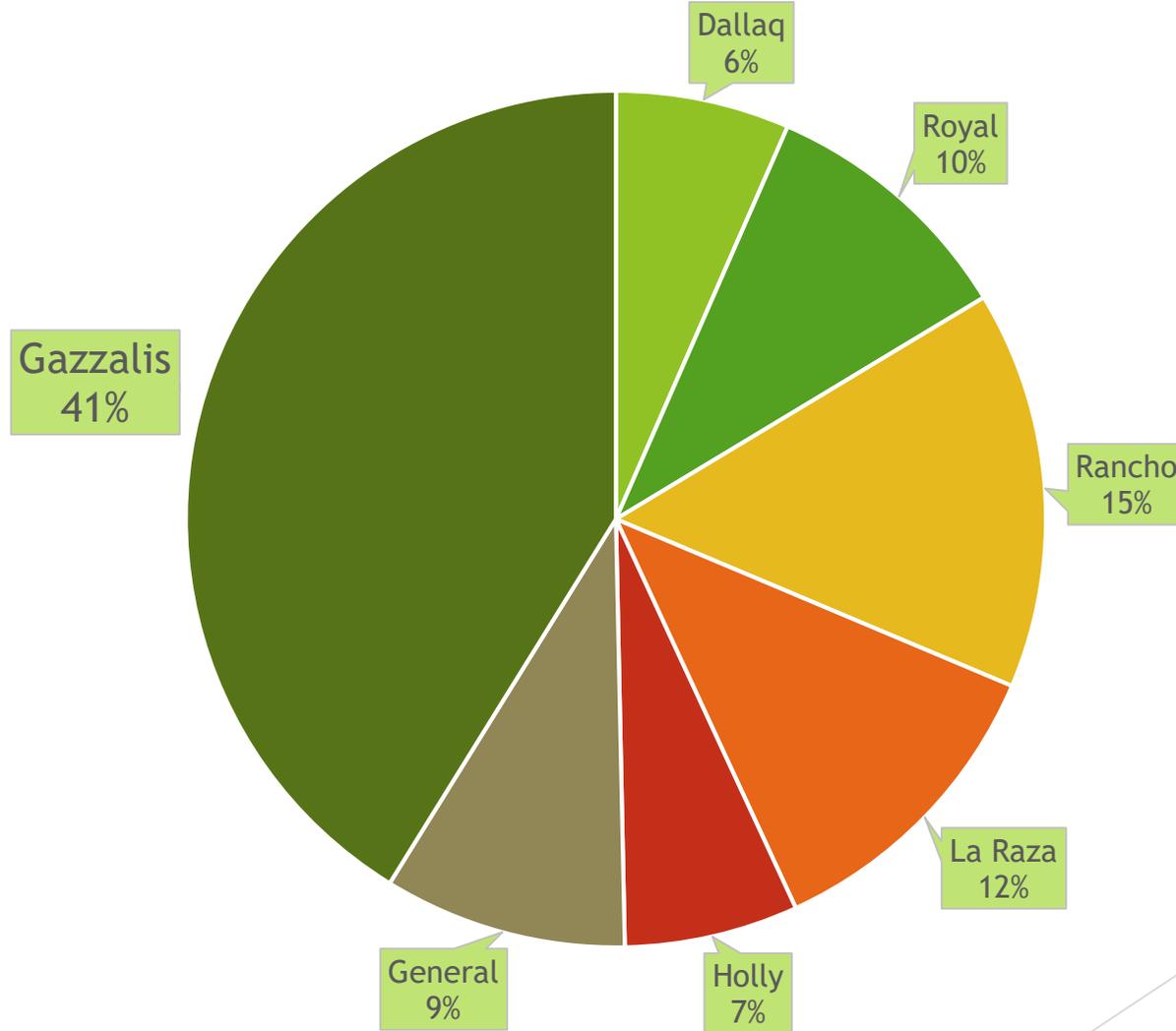
Nutrition Services • Alameda County Public Health Department



In partnership with the Nutrition Services' Healthy Retail Program  
of Alameda County Public Health Department



# Customer Survey @ Partner Stores





# Results

- Total number of coupons distributed- 4950
- Percent of redeemed coupons- 65%
- Value of redeemed coupons- \$13,329.00- 63% spent by residents
- Gazzali's store owner, Mike Algazzali, confirmed sales increased during produce coupon dissemination which other owners confirmed.



# Resident Comments

- “(This is good) for those who can’t get around outside the community for food..”
- “Not everybody can afford fruits and vegetables.”
- “My daughter told me today we don’t have healthy alternatives. How do you think that made me feel? We want to eat better but if prices are high, it’s difficult. Hungry or unhealthy?”



# Literature Review

- ❖ Consumers are more likely to respond to a coupon than the equivalent price reduction of a product (Cotton & Babb, 1978)
- ❖ Coupons are more effective than price-discount/other non-coupon promotions in increasing fruit and vegetable purchases (Dong & Leibtag, 2010)
- ❖ Two-for-one deals most effective with customers (Tripp, 2015)



# Summary

- ▶ **\$21,000** invested in the community
- ▶ **\$13,329** spent by residents in underserved neighborhoods, primarily Oakland.



# WIN-WIN-WIN!

- ▶ **Good for Oakland small businesses:** Small corner stores are recognized and supported to sell produce and promote health
- ▶ **Good for Oakland residents:** Residents are incentivized to buy produce from small corner stores and eat healthier
- ▶ **Good for Oakland's elected officials:** City Council Members are recognized for supporting small businesses while helping to increase access to affordable healthy produce for their constituents



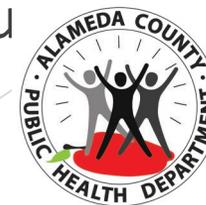
# Invitation

## SMALL STEP

- ▶ City Council invests \$100,000 annually for 20 stores to offer produce coupons to their customers

## BIG STEP

- ▶ City Council uses SSB Tax Revenue to invest significantly more in long term healthy retail work that **directly** fights the diseases and conditions caused by sugar sweetened beverages in communities most impacted



**Healthy Living**  
*...for life!*

Nutrition Services • Alameda County Public Health Department