



Sugar-Sweetened Beverage
Product Panel of Experts Commission

**Sugar-Sweetened Beverage Product
Panel of Experts Commission**
Thursday, May 20, 2021 – 4:30–6:30 pm

Virtual Meeting (ZOOM)

<https://us02web.zoom.us/j/84962084828?pwd=U2VLYjJkEjE1VTUfc3NlMxZ0Q1QzBMQT09>

Meeting ID: 849 6208 4828
Passcode: 462984

AGENDA

(Please note the virtual ZOOM meeting time above)

Preliminary Matters

1. Roll Call
2. Approval of Draft Minutes from 2/18/2021* meeting - **Attachment 1**
3. Approval of Draft Minutes from 3/18/2021 meeting – **Attachment 2**

**Resubmit due to lack of quorum required for Commission to approve the minutes from 2/18/2021.*

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.

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. **Action 1:** Re-elect Chair and Vice-Chair. (Commission Secretary)
2. **Subcommittee Reports: Funding Advisory Sub-Committee**
 - a. Report back to the SSBPPE Commission on the Sub-Committee's funding recommendations for FY2022 and FY2023. (Commissioner Rose) – **Attachment 3**
3. **Action 2:** Discuss and approve proposed action on Council proposal to merge the Community Health Commission and SSBPPE. (Commissioner Scheider)
4. **Action 3:** Discussion on evaluation. (Commissioner Crawford)
5. **Action 4:** For the good of the order. (Commissioner Scheider)

Information Items

1. Revised SSBPPE Commission Meeting Dates 2021 – **Attachment 4**
2. Approved Meeting Minutes from 1/21/2021 – **Attachment 5**

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

A Vibrant and Healthy Berkeley for All

1947 Center Street, 2nd Floor, Berkeley, CA 94704 Tel: 510.981.5300 TDD: 510.981.6903 Fax: 510.981.5395
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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

NEXT MEETING: Thursday, June 17, 2021 4:30-6:30pm. 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, February 18, 2021. 4:30 – 6:30 PM

Zoom Meeting

<https://us02web.zoom.us/j/81091200344?pwd=S1h3Z001ZUw3SXJxNG9ibEdhcVFvQT09>

Meeting ID: 810 9120 0344

Passcode: 331747

DRAFT MEETING MINUTES

The meeting convened at 4:42 pm.

ROLL CALL

Present: Commissioners Browne (5:20pm), Gallegos-Castillo, Moore, Morales, Rose, and Scheider

Absent: Commissioners Crawford and Namkung

Excused: None

Staff present: Dechen Tsering

COMMENTS FROM THE PUBLIC

Presentation: City Data Services, online platform for reviewing applications.

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 1/20/2021.

M/S/C: Commissioners Morales/Gallegos-Castillo

Ayes: Commissioners Gallegos-Castillo, Morales, Moore, Rose, and Scheider

Noes: None

Abstain: None

Absent from vote: Commissioners Browne, Crawford, and Namkung

Recused: None

Excused: None

A Vibrant and Healthy Berkeley for All

ACTION ITEMS

- 1. Approved to adopt the scoring criteria for reviewing application from Berkeley Unified School District for FY22 and FY23 funding.**

M/S/C: Commissioners Rose/Scheider

Ayes: Commissioners Gallegos-Castillo, Morales, Moore, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: Commissioners Browne, Crawford, and Namkung
Recused: None
Excused: None

- 2. In response to the request of the City Council Health, Life, Enrichment Equity and Community (HLEEC) policy sub-committee, the SSBPPE recommends that the Berkeley City Council follow the example of the City and County of San Francisco and include all City sponsored events in the City of Berkeley Sugary Drink Procurement Resolution such that all City Contracts and Grants include the following language:**

“No person shall sell, provide, or otherwise distribute Sugar-Sweetened Beverages (as defined in the Sugar-Sweetened Beverage Product Distribution Tax – Chapter 7.72 .030 of the Berkeley Muni Code) as part of its performance of a City Contract or Grant.”

The SSBPPE Commission approves a motion that the SSBPPE Commission Chair follow up with the HLEEC sub-committee.

M/S/C: Commissioners Scheider/Gallegos-Castillo

Ayes: Commissioners Browne, Gallegos-Castillo, Morales, Moore, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: Commissioners Crawford and Namkung
Recused: None
Excused: None

- 3. Approve the appointment of Holly Scheider as the Chair and Xavier Morales as the Vice-Chair of the SSBPPE Commission.**

M/S/C: Commissioners Scheider/Namkung

Ayes: Commissioners Browne, Gallegos-Castillo, Morales, Moore, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: Commissioners Crawford and Namkung
Recused: None
Excused: None

This meeting adjourned at 6:30 pm.

NEXT ONLINE (ZOOM) SPECIAL MEETING:

The next meeting is scheduled for **Thursday, March 18, 2021**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Dechen Tsering, Commission Secretary
Minutes will be approved at the March 18, 2021 meeting.



Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, March 18, 2021. 4:30 – 6:30 PM

Zoom Meeting

<https://us02web.zoom.us/j/81091200344?pwd=S1h3Z001ZUw3SXJxNG9ibEdhcVFvQT09>

Meeting ID: 810 9120 0344

Passcode: 331747

DRAFT MEETING MINUTES

The meeting convened at 4:36 pm.

ROLL CALL

Present: Commissioners Browne (4:49pm), Crawford, Moore, Morales (4:39pm), Namkung, Rose, and Scheider

Absent: Commissioner Gallegos-Castillo

Excused: None

Staff present: Janice Chin and Dechen Tsering

COMMENTS FROM THE PUBLIC None

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 2/18/2021.

M/S/C: Commissioners Rose/Moore

Ayes: Commissioners Crawford, Moore, Rose, and Scheider

Noes: None

Abstain: Commissioner Namkung

Absent from vote: Commissioners Browne, Gallegos-Castillo and Morales

Recused: None

Excused: None

Motion to approve the minutes from 2/18/2021 did not meet the minimum quorum requirement of 5 Ayes. Motion will be re-submitted at the next meeting (3/27/2021)

A Vibrant and Healthy Berkeley for All

ACTION ITEMS

- 1. Approved to creating a proposal review subcommittee with non-recusal Commissioners to review the funding application proposals.**

M/S/C: Commissioners Crawford/Moore

Ayes: Commissioners Browne, Crawford, Morales, Moore,
Namkung, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: Commissioner Gallegos-Castillo
Recused: None
Excused: None

- 2. Approved to move the SSBPPE Commission meeting on Saturday 3/20/2021 to Saturday 3/27/2021 from 9am-Noon.**

M/S/C: Commissioners Scheider/Morales

Ayes: Commissioners Browne, Crawford, Morales, Moore,
Namkung, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: Commissioner Gallegos-Castillo
Recused: None
Excused: None

This meeting adjourned at 6:30 pm.

NEXT ONLINE (ZOOM) MEETING:

The next meeting is scheduled for **Saturday, March 27, 2021**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Dechen Tsering, Commission Secretary
Minutes will be approved at the April 15, 2021 2021 meeting.



Sugar-Sweetened Beverage
Product Panel of Experts
(SSBPPE) Commission

ACTION CALENDAR
May 25, 2021

To: Honorable Mayor Jesse Arreguin and Members of the City Council

From: Advisory Sub-Committee of the Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission

Submitted by: Bobbie Rose, Chairperson, Advisory Sub-Committee of the Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission

Subject: Grant Allocation: Approve Funding Recommendation for Programs to Reduce Consumption of Sugar-Sweetened Beverages (SSBs)

RECOMMENDATIONS

Approve the SSBPPE Commission's recommendations and adopt thirteen (13) Resolutions authorizing the City Manager or her designee to enter into contracts with the Berkeley Unified School District and the Community Based Organizations (CBOs) listed below to distribute a total of \$2,662,506 for FY 2022 and FY 2023 according to the schedule below and to also provide \$239,626 to the City of Berkeley Public Health Division (BPHD) during the same period to support administering and enhancing this program as approved by the Berkeley City Council as follows:

1. \$951,452 total grant to **Berkeley Unified School District** to implement the *Gardening and Cooking Program* for FY 2022 and FY 2023 to be disbursed as follows: \$475,726 for FY 2022 and \$475,426 for FY 2023.
2. \$242,250 total grant to the **Ecology Center** to implement *For Thirst, Water First!* program for FY 2022 and FY 2023 to be disbursed as follows: \$121,125 in FY 2022 and \$121,125 in FY 2023.
3. \$445,330 grant to **Healthy Black Families** to implement *Thirsty for Change!* (T4C) program for FY 2022 and FY 2023 to be disbursed as follows: \$222,665 in FY 2022 and \$222,665 in FY 2023.
4. \$30,000 grant to the **Multicultural Institute** to implement the *Life Skills/Day Laborer Program: Health Activity* program for FY 2022 and FY 2023 to be disbursed as follows: \$15,000 in FY 2022 and \$15,000 in FY 2023.
5. \$80,000 grant to the **YMCA of the East Bay** to implement the *YMCA Diabetes Prevention* (YDPP) program for FY 2022 and FY 2023 to be disbursed as follows: \$40,000 in FY 2022 and \$40,000 in FY 2023.

6. \$90,550 grant to the **YMCA of the East Bay** to implement the *YMCA Healthy Me!* program for FY 2022 and FY 2023 to be disbursed as follows: \$45,275 in FY 2022 and \$45,275 in FY 2023.
7. \$237,150 grant to **Lifelong Medical Care** to implement the *Chronic Disease and Oral Health Prevention Project* for FY 2022 and FY 2023 to be disbursed as follows: \$118,575 in FY 2022, and \$118,575 in FY 2023
8. \$37,600 grant to **Fresh Approach** to implement the *Veggie Rx Program for Healthy Foods and Beverages* program for FY 2022 and FY 2023 to be disbursed as follows: \$18,800 in FY 2022, and \$18,800 in FY 2023.
9. \$116,000 grant to **Bay Area Community Resources** to implement the *Healthy Options at Point of Sale* program for FY 2022 and FY 2023 to be disbursed as follows: \$58,000 in FY 2022, and \$58,000 in FY 2023.
10. \$55,448 grant to **Community Health Education Institute** to implement the *Artists Against Soda* program for FY 2022 and FY 2023 to be disbursed as follows: \$27,724 in FY 2022, and \$27,724 in FY 2023.
11. \$77,600 grant to **Berkeley Youth Alternatives** to implement the *Urban Agriculture and Team Nutrition Program* for FY 2022 and FY 2023 to be disbursed as follows: \$38,800 in FY 2022 and \$38,800 in FY2023.
12. \$59,500 grant to **18 Reasons** to implement the *Cooking Matters* program for FY2022 and FY2023 to be disbursed as follows: \$29,750 in FY2022 and \$29,750 in FY2023.
13. \$239,626 to the **City of Berkeley Public Health Division (BPHD)** to support the *SSBPPE Commission* and assist with outside evaluations to be disbursed as follows: \$119,813 in FY 2022 and \$119,813 in FY 2023.
14. The Commission recommends that indirect or administrative expenses not exceed 10% of the program budget for any entity and that the funds awarded not be used to supplant any other source of funding.
15. The Commission recommends that City Council authorize the City Manager to authorize advances for BUSD and the selected community agencies receiving funds in FY 2022 and FY2023. The advances are to be equivalent to 25% of the agency's allocation.

SUMMARY

The SSBPPE Commission asks the City Council to approve and authorize distribution of \$2,662,506 for FY 2022 and FY 2023 allocated for community-based agencies under Project Code HHHSSB as follows:

1. \$951,452 total grant to **Berkeley Unified School District** to implement the *Gardening and Cooking Program* for FY 2022 and FY 2023 to be disbursed as follows: \$475,726 for FY 2022 and \$475,726 for FY 2023 that will:

- a. Increase awareness and knowledge about the health impacts of consuming SSBs through the cooking and gardening program;
 - b. Improve access to water and support family engagement;
 - c. Work to support, update and disseminate information on school SSB and water policies. Even small policy efforts can positively influence sustainability of efforts; and
 - d. Work to support schoolwide evaluation of district efforts to reduce SSB consumption. For example, use of BUSD YRBS data could inform programming within BUSD and the larger community, as well.
2. \$242,250 total grant to the **Ecology Center** to implement *For Thirst, Water First!* Program to be disbursed in FY 2022 (\$121,125) and FY 2023 (\$121,125) that will:
- a. Hire and train paid interns to work on *Water First* campaign including water access and marketing, as well as food systems including operating food stands and collaborating with BANPAC;
 - b. Plan and conduct 9th grade assembly focusing on marketing and inequity as well as BHS pop-ups and events with produce and water, food drives and farm box with cooking demonstrations, and a student poster contest; and
 - c. Co-create a Health Justice Youth Group who will conduct needs assessment for school water fountains, and who will be trained in program implementation and evaluation and advocacy.
3. \$445,330 total grant to **Healthy Black Families** to continue the *Thirsty for Change!* Program to be disbursed in FY 2022 (\$222,665) and FY 2023 (\$222,665) that will:
- a. Continue to partner with Center for Food, Faith and Justice (CFFJ) who will engage students at B-Tech Academy to do presentations on predatory marketing and other topics and help implement 6-10 new food/beverage policy changes to address health equity and 3-5 faith-based communities who will create food and beverage policies for events;
 - b. Continue to educate through classes, workshops and events, and grocery store and farmers market tours focusing on healthy living, health equity and industry marketing. New this year is an outreach effort to engage more men in these efforts;
 - c. Work with BHS student leaders and athletes to support and advocate for SSB policies at school sponsored events and student led events; and
 - d. Create a campaign to identify targets for media advocacy, encourage healthy retail efforts using 8 quarterly trainings. Work with at least 5 churches and

early childhood care providers who will develop a SSB and water policy. This will be part of Voices for Change which is helping others to engage in policy, systems, and environmental changes that will lead to improved health equity.

4. \$30,000 total grant to the **Multicultural Institute** to implement the *Life Skills/Day Laborer: Health Activity Program* to be disbursed in FY 2022 (\$15,000) and FY 2023 (\$15,000) that will:
 - a. Offer cultural and language appropriate classes and workshops on the serious health risks of consuming SSBs to uninsured or underinsured immigrants, day laborers, and other low-income families in West Berkeley;
 - b. Develop and distribute 4 quarterly newsletters with SSB/water resources and information about health conditions related to SSBs and post this information on social media;
 - c. Offer health screening and referrals and connect families to services for these conditions when needed; and
 - d. Work to provide healthier food and beverages in meal and snack offerings.

5. \$237,150 total grant to **Lifelong Medical Care** to implement the *Chronic Disease and Oral Health Prevention Project* to be disbursed in FY 2022 (\$118,575) and FY 2023 (\$118,575) that will:
 - a. Conduct 24 outreach educational events/year on medical and oral health impacts of SSBs;
 - b. Screen 1000 Berkeley residents for hypertension providing primary care for 200 to mitigate the impact of SSBs; and
 - c. Conduct 6 oral health outreach events where 300 dental patients will be provided with SSB education, 200 will have a dental visit.

6. \$80,000 total grant to the **YMCA of the East Bay** to implement a *Diabetes Prevention Program* to be disbursed in FY 2022 (\$40,000) and FY 2023 (\$40,000) that will:
 - a. Utilize a Centers for Disease Control (CDC)-recognized curriculum to prevent type 2 diabetes through providing 24 one hour sessions/year to 50 high risk adult patients with coaching in healthy eating, physical activity, and behavior changes; and
 - b. Develop and disseminate a newsletter on diabetes prevention.

7. \$90,550 total grant to the **YMCA of the East Bay** to implement the *Healthy Me! Program* to be disbursed in FY 2022 (\$45,275) and FY 2023 (\$45,275) that will:
 - a. Provide early education classes on healthy foods and water to 1000 children;
 - b. Provide reusable water bottles to over 1100 staff, parents and children to support improved access to water;
 - c. Provide workshops to 100 parents on the importance of healthy foods and water and enlist 5-10 parents as Water Champions who will lead 1-2 activities at the child care center;
 - d. Distribute 600 newsletters to parents on the importance of SSB reduction to health;
 - e. Distribute food to 250 high risk families; and
 - f. Strengthen current water policies by extending the policies at meetings in the virtual setting.

8. \$55,448 total grant to the **Community Health Education Institute** to implement the *Artists against Soda* program to be disbursed in FY 2022 (\$27,724) and FY 2023 (\$27,724) that will:
 - a. Visit markets, gas stations, and small eateries to gather information and to educate;
 - b. Work to remove SSB advertising from commercial venues;
 - c. Give classes to students on SSBs and on Healthy Checkout Ordinance;
 - d. Hold a downtown Berkeley art contest to promote and disseminate educational messages in local venues, as well as through social media; and
 - e. Draft, educate and promote a new ordinance based on a student led effort to restrict SSBs in eateries surrounding the high school.

9. \$116,000 total grant to **Bay Area Community Resources** to implement the *Healthy Options at Point of Sale* program to be disbursed in FY 2022 (\$58,000) and FY 2023 (\$58,000) that will:
 - a. Continue with recruitment and training of youth advocates to form a Berkeley Advocacy Team to increase knowledge of food justice and the role of retail food environment to reduce disparities. Advocates will be able to disseminate Healthy Checkout data to key stakeholders;
 - b. Provide outreach to and support of stores > 2500 sq ft participating in Healthy Checkout Program. Feedback and compliance tools and training materials

- will be developed and distributed. Feedback to stores and the community at large will be provided by a variety of methods including social media; and
- c. Provision of results from surveys and interviews and other evaluation data will be used to garner support for future program expansion. Letters from businesses will be gathered to support future expansion efforts.
10. \$77,600 total grant to **Berkeley Youth Alternatives** to implement the *Urban Agriculture and Team Nutrition Program* to be disbursed in FY 2022 (\$38,800) and FY 2023 (\$38,800) that will:
- a. Recruit, hire, and train 6 garden and nutrition educators to facilitate sessions for programs where participants will sign water pledges; and
 - b. Host an annual youth forum to share experiences and cover SSB and water policies and advocacy.
11. \$37,600 total grant to **Fresh Approach** to implement *VeggieRx Program for Healthy Food and Beverages* to be disbursed in FY 2022 (\$18,800) and FY 2023 (\$18,800) that will:
- a. Partner with Lifelong to provide high risk patients with standardized nutrition education and access to health food boxes utilizing a video training approach with AmeriCorps volunteers to maximize the resources; and
 - b. Develop and institutionalize an evaluation plan using health metrics such as BMI, dental caries and diabetic A1C levels that will over time provide outcome data on the value of combining education with improved access to healthy foods to improve health.
12. \$59,500 total grant to **18 Reasons** to implement the *Cooking Matters* program to be disbursed in FY 2022 (\$29,750) and FY 2023 (\$29,750) that will:
- a. Partner with BUSD and Berkeley Public Library to educate children and their families. Young children are a critically important, yet often overlooked group which would benefit from the program;
 - b. Expand this year to include an important retail component, i.e. Cooking Matters in-store tours; and
 - c. Identification of sustainable components of these programs is key as are evaluation of all efforts.
13. \$239,626 total grant to the **City of Berkeley Public Health Division (BPHD)** to support the SSBPPE Commission; assist with evaluations beyond the Results Based Accountability effort; coordinate and monitor the grant process; evaluate and

enhance the *Healthy Berkeley Program*; and produce an annual report that informs the public and disseminates outcome data; to be disbursed as follows \$119,813 in FY 2022 and \$119,813 in FY 2023. The BPHD shall use the funds on policy, system, and/or environmental (PSE) strategies to support and enhance the *Healthy Berkeley Program* and collaborate with the community-based organizations. The BPHD will work in partnership with the SSBPPE Commission in a transparent and open manner to plan and strategize for the best use of these new funds.

FISCAL IMPACTS OF RECOMMENDATION

There are no additional financial impacts to the City. The Council allocated \$2,662,506 from the General Fund on December 15, 2020 (Resolution No. 69,669-N.S.) for grants to BUSD cooking and gardening program and community agencies in FY 2022 and FY 2023.

CURRENT SITUATION AND ITS EFFECTS

On April 1, 2021, the Allocation Advisory Sub-Committee of the SSBPPE Commission selected and unanimously approved 11 programs from community-based organizations and the Berkeley Unified School District (BUSD) for funding recommendations. All proposals were scored using a standard set of questions for each of the five criteria articulated in the Request for Proposals (RFP). All proposals were reviewed and scored by the Advisory Subcommittee consisting of three SSBPPE commissioners as five of eight SSBPPE commissioners were deemed to have potential conflicts of interest by the City Attorney. All proposals were also reviewed and scored by a panel of three city staff from the Public Health Division (PHD). The rankings of the Advisory Subcommittee and the PHD panel were either identical or within +/-2 rankings for 73% of the proposals.

For the FY 2022-FY 2023 funding cycle, the City had a significantly smaller total allocation due to the effect of the pandemic on soda tax revenues. In addition, the last funding allocation (FY 2020-FY 2021) included unallocated revenues from the general fund for the prior three years over and above the historical base \$3,000,000 allocation. Thus, difficult decisions had to be made that had to affect all beneficiaries of this funding fairly. Three strategies guided the Advisory Subcommittee:

1. All proposals were assessed for their alignment with stated strategic objectives, quality of past performance if previously funded, and particularly for their proposed evaluation and policy measures. Only one proposal was eliminated due to significantly lower scores from both panels.
2. All recommended grantees have been previously funded as the SSBPPE recognizes that changing culture, environment, and behavior takes time and we have all made a commitment to sustainable long-term change. No grantee was awarded more than their previous amount of funding, including the Public Health Division and BUSD with the exception of one grantee who was awarded \$8000 over their prior funding

amount in recognition of their improved proposed evaluation. The cuts ranged from 10-20% depending on the quality of the application as demonstrated by the scores and the rank of the application.

3. The administration funding for the Public Health Division was compared with the funding percentages in other bay area jurisdictions with soda taxes and was aligned with these jurisdictions at 10% which was at the high end of the comparisons. The proposed scope of work for the PHD was also decreased in recognition of the decreased funding.

In summary, in order to be fair and equitable during these challenging times, recommendations for allocations from the subcommittee reflect assessment based on the quality of the application, the quality of the work in the past, and the quality of the evaluation of the project. These recommendations were unanimously approved by the Advisory Subcommittee of the SSBPPE and forwarded to the Mayor and members of the City Council under the advice and guidance of the City Attorney given the status of potential conflict of interest of five of the remaining SSBPPE commission members.

BACKGROUND

In November of 2014, Berkeley voters passed Measure D, requiring 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 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.

On December 15, 2020, the Berkeley City Council unanimously approved Action Items 26 (Resolution No. 69,669-N.S.) recommending an allocation of \$2,662,506 over two years, FY 2022 and FY 2023, to fund the Healthy Berkeley Program recognizing that Measure D is a General Tax and its revenues cannot be aligned dollar for dollar with the Healthy Berkeley Program.

On January 22, 2021 the BPHD released a Request for Proposals (RFP) soliciting program proposals from CBOs that promote reduction of consumption of SSBs and address the effects of SSB consumption on health. The RFP announcement was widely distributed to CBOs serving Berkeley.

On February 25, 2021, the City of Berkeley received proposals from 11 CBOs and BUSD. The proposals were reviewed and scored by two parallel review panels (SSBPPE Commission Review Panel and BPHD Staff Review Panel). Three Commissioners reviewed the proposals (five Commissioners recused themselves from the entire review process due to potential conflict of interest).

On April 1, 2021, the Advisory Subcommittee of the SSBPPE unanimously approved a council item to forward the following funding recommendations to the Berkeley City Council:

	FY 2022	FY 2023	2 Year Total
BUSD	\$ 475,726.00	\$ 475,726.00	\$ 951,452.00
Ecology Center	\$ 121,125.00	\$ 121,125.00	\$ 242,250.00
Healthy Black Families	\$ 222,665.00	\$ 222,665.00	\$ 445,330.00
Multicultural Institute	\$ 15,000.00	\$ 15,000.00	\$ 30,000.00
Lifelong Medical Care	\$ 118,575.00	\$ 118,575.00	\$ 237,150.00
YMCA of the East Bay-- YDPP	\$ 40,000.00	\$ 40,000.00	\$ 80,000.00
YMCA of the East Bay —Healthy Me!	\$ 45,275.00	\$ 45,275.00	\$ 90,550.00
Berkeley Youth Alternatives	\$ 38,800.00	\$ 38,800.00	\$ 77,600.00
18 Reasons	\$ 29,750.00	\$ 29,750.00	\$ 59,500.00
Fresh Approach	\$ 18,800.00	\$ 18,800.00	\$ 37,600.00
Bay Area Community Resources	\$ 58,000.00	\$ 58,000.00	\$ 116,000.00
Community Health Education Institute	\$ 27,724.00	\$ 27,724.00	\$ 55,448.00
City of Berkeley PHD	\$ 119,813.00	\$ 119,813.00	\$ 239,626.00
Totals	\$ 1,331,253.00	\$ 1,331,253.00	\$ 2,662,506.00

ENVIRONMENTAL SUSTAINABILITY

When the recommended allocations are implemented, the SSBPPE expects the following contributions to environmental sustainability:

1. Significant increase in awareness about health impacts of SSB consumption,
2. Increase in the number of trained youth peer educators, nutritionists, and teachers in low-income communities to reduce consumption of SSBs, and to promote healthy choices and increase consumption of Berkeley’s high quality tap water, and
3. Significant reduction in access to sugary drinks in Berkeley.

RATIONALE FOR RECOMMENDATION

The Commission believes that investing \$2,662,506 in grants to CBOs, BUSD, and the BPHD will increase the City of Berkeley’s likelihood of reducing the consumption of SSBs and improving the health of Berkeley children and youth, particularly those with limited resources, and communities-of-color that are most impacted by obesity,

diabetes, tooth decay, and heart diseases and that are targeted by Big Soda marketing. These grants will increase the capacity of CBOs to develop and implement multi-level interventions that include education, system and/or environmental change. Excellent, on-going, peer-reviewed research has confirmed the decline in the consumption of SSBs in the most affected neighborhoods of our city from 21% the first year of the Healthy Berkeley Program to 55% the third year, a phenomenal achievement.

CITY MANAGER

See Companion Report.

CONTACT PERSON

Dechen Tsering, MPH, Secretary, SSBPPE Commission, (510) 981-5394

Attachments:

- 1: Resolution: Funding Allocation to Berkeley Unified School District for the Gardening and Cooking Program
- 2: Resolution: Funding Allocation to the Ecology Center to Implement For Thirst, Water First! Program
- 3: Resolution: Funding Allocation to Healthy Black Families to Implement Thirsty For Change! Program
- 4: Resolution: Funding Allocation to Multicultural Institute to Implement the Life Skills Day Laborer: Healthy Activity Program
- 5: Resolution: Funding Allocation to YMCA of the East Bay to Implement the YMCA Diabetes Prevention and YMCA Healthy Me! Programs
- 6: Resolution: Funding Allocation to Lifelong Medical Care to Implement the Chronic Disease and Oral Health Prevention Project
- 7: Resolution: Funding Allocation to 18 Reasons to Implement the Cooking Matters Project
- 8: Resolution: Funding Allocation to the Bay Area Community Resources to Implement the Healthy Options at the Point of Sale Project
- 9: Resolution: Funding Allocation to Fresh Approach to Implement VeggieRx Program for Healthy Food and Beverages
- 10: Resolution: Funding Allocation to Berkeley Youth Alternatives to Implement the Urban Agriculture and Teen Nutrition Program
- 11: Resolution: Funding Allocation to the Community Health Education Institute to Implement the Artists Against Soda Project
- 12: Resolution: Funding Allocation to the City of Berkeley Public Health Division to Implement the Healthy Berkeley Program
Exhibit A: Best Use Examples for Policy, Environmental and/or Systems Changes
- 13: Resolution: Allocation: \$2,662,506 Total for Reduction of Sugar-Sweetened Beverage Consumption Grant Program in FY 2022 and FY 2023

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$951,452 FOR FY 2022 AND
FY 2023 TO THE BERKELEY UNIFIED SCHOOL DISTRICT FOR
THE GARDENING AND COOKING PROGRAM

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Resolution No. 69,669-N.S. included a total allocation of up to 40% of the total allocated funds to Berkeley Unified School District to reduce the consumption of sugar-sweetened beverages (SSBs) through the implementation and enhancement of the BUSD gardening and cooking program for the period, July 1, 2021 to June 30, 2023; and

WHEREAS, a Request for Proposal (RFP) was released on January 22, 2021 and BUSD submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff, and determined to be responsive in meeting all aspects of the scope of the work and selection criteria and among the best selection for this contract; and

WHEREAS, funds in the total amount of \$951,452 to **Berkeley Unified School District** will cover the expenses to implement the *Gardening and Cooking Program* for FY 2022 and FY 2023 to be disbursed as follows: \$475,726 for FY 2022 and \$475,726 for FY 2023 to:

- a. Increase awareness and knowledge about the health impacts of consuming SSBs through the cooking and gardening program;
- b. Improve access to water and support family engagement;
- c. Work to support, update and disseminate information on school SSB and water policies. Even small policy efforts can positively influence sustainability of efforts; and
- d. Work to support schoolwide evaluation of district efforts to reduce SSB consumption. For example use of BUSD YRBS data could inform programming within BUSD and the larger community, as well; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for BUSD in FY 2022 and FY2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager or her designee is authorized to execute a contract and any amendments with Berkeley Unified School District in the total amount not to exceed \$951,452 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$242,250 FOR FY 2022 AND
FY2023 TO THE ECOLOGY CENTER TO IMPLEMENT *FOR THIRST, WATER FIRST!*
PROGRAM

WHEREAS, high intake of Sugar-Sweetened Beverages (SSBs) is associated with risk of Type 2 diabetes, obesity, hypertension, dental decay and coronary heart disease; and

WHEREAS, over half of California adults (55%) have either prediabetes or diabetes; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021, and the Ecology Center submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff, and determined to be responsive in meeting all aspects of the scope of the work and selection criteria and among the best selection for this contract; and

WHEREAS, funds in the total amount of \$242,250 to the **Ecology Center** will cover the expenses to implement *For Thirst, Water First!* Program to be disbursed in FY 2022 (\$121,125) and FY 2023 (\$121,125) to:

- a. Hire and train paid interns to work on Water First campaign including water access and marketing, as well as food systems including operating food stands and collaborating with BANPAC;
- b. Plan and conduct 9th grade assembly focusing on marketing and inequity as well as BHS pop-ups and events with produce and water, food drives and farm box with cooking demonstrations, and a student poster contest; and
- c. Co-create a Health Justice Youth Group who will conduct needs assessment for school water fountains, and who will be trained in program implementation and evaluation and advocacy; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments

with the Ecology Center in the total amount not to exceed \$242,250 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$445,330 FOR FY 2022 AND
FY 2023 TO HEALTHY BLACK FAMILIES FOR THE THIRSTY FOR CHANGE!
PROGRAM

WHEREAS, high intake of Sugar-Sweetened Beverages (SSBs) is associated with risk of Type 2 diabetes, obesity, hypertension, dental decay and coronary heart disease; and

WHEREAS, over half of California adults (55%) have either prediabetes or diabetes; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021 and the Healthy Black Families submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the total amount of \$445,330 to Healthy Black Families will cover the expenses to continue the *Thirsty for Change!* Program to be disbursed in FY 2022 (\$222,665) and FY 2023 (\$222,665) to:

- a. Continue to partner with Center for Food, Faith and Justice (CFFJ) who will engage students at B-Tech Academy to do presentations on predatory marketing and other topics and help implement 6-10 new food/beverage policy changes to address health equity and 3-5 faith-based communities who will create food and beverage policies for events;
- b. Continue to educate through classes, workshops and events, and grocery store and farmers market tours focusing on healthy living, health equity and industry marketing. New this year is an outreach effort to engage more men in these efforts;
- c. Work with BHS student leaders and athletes to support and advocate for SSB policies at school sponsored events and student led events; and
- d. Create a campaign to identify targets for media advocacy, encourage healthy retail efforts using 8 quarterly trainings. Work with at least 5 churches and early childhood care providers who will develop a SSB and water policy. This will be part of Voices for Change which is helping others to engage in policy, systems, and environmental changes that will lead to improved health equity; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Healthy Black Families in the amount not to exceed \$445,330 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$30,000 FOR FY 2022 AND
FY 2023 TO THE MULTICULTURAL INSTITUTE FOR THE LIFE SKILLS DAY
LABORER: HEALTH ACTIVITY PROGRAM

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021, and the Multicultural Institute submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the total amount of \$30,000 to **Multicultural Institute** will cover the expenses to implement the *Life Skills/Day Laborer: Health Activity Program* to be disbursed in FY 2022 (\$15,000) and FY 2023 (\$15,000) to:

- a. Offer cultural and language appropriate classes and workshops on the serious health risks of consuming SSBs to uninsured or underinsured immigrants, day laborers, and other low-income families in West Berkeley;
- b. Develop and distribute 4 quarterly newsletters with SSB/water resources and information about health conditions related to SSBs and post this information on social media;
- c. Offer health screening and referrals and connect families to services for these conditions when needed; and
- d. Work to provide healthier food and beverages in meal and snack offerings; and
and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments

with Multicultural Institute in the amount not to exceed \$30,000 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$170,550 FOR FY 2022 AND
FY 2023 TO THE YMCA OF THE EAST BAY FOR THE YMCA DIABETES
PREVENTION AND YMCA HEALTHY ME! PROGRAMS

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021, and the YMCA of the Central Bay submitted two proposals in response to the RFP, which were evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the total amount of \$170,550 to the YMCA of the East Bay will cover the expenses to implement the YMCA Diabetes Prevention (YDPP) and the YMCA Healthy Me! (YHME) programs, with \$80,000 of the total grant to implement a *Diabetes Prevention Program* to be disbursed in FY 2022 (\$40,000) and FY 2023 (\$40,000) to:

- a. Utilize a Centers for Disease Control (CDC)-recognized curriculum to prevent type 2 diabetes through providing 24 one hour sessions/year to 50 high risk adult patients with coaching in healthy eating, physical activity, and behavior changes; and
- b. Develop and disseminate a newsletter on diabetes prevention.

And \$90,550 of the total grant to implement the *Healthy Me! Program* to be disbursed in FY 2022 (\$45,275) and FY 2023 (\$45,275) to:

- c. Provide early education classes on healthy foods and water to 1000 children;
- d. Provide reusable water bottles to over 1100 staff, parents and children to support improved access to water;
- e. Provide workshops to 100 parents on the importance of healthy foods and water and enlist 5-10 parents as water champions who will lead 1-2 activities at the child care center;
- f. Distribute 600 newsletters to parents on the importance of SSB reduction to health;
- g. Distribute food to 250 high risk families; and

- h. Strengthen current water policies by extending the policies at meetings in the virtual setting; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with the YMCA of the East Bay in the amount not to exceed \$170,550 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$237,150 FOR FY 2022 AND
FY 2023 TO LIFELONG MEDICAL CARE FOR THE CHRONIC DISEASE AND ORAL
HEALTH PREVENTION PROJECT

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021, and the Lifelong Medical Care submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$237,150 to **Lifelong Medical Care** will cover the expenses to implement the *Chronic Disease and Oral Health Prevention Project* to be disbursed in FY 2022 (\$118,575) and FY 2023 (\$118,575) to:

- a. Conduct 24 outreach educational events/year on medical and oral health impacts of SSBs;
- b. Screen 1000 Berkeley residents for hypertension providing primary care for 200 to mitigate the impact of SSBs; and
- c. Conduct 6 oral health outreach events where 300 dental patients will be provided with SSB education, 200 will have a dental visit; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Lifelong Medical Care in the amount not to exceed \$237,150 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$59,500 FOR FY 2022 AND
FY 2023 TO 18 REASONS FOR THE COOKING MATTERS PROJECT

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021, and 18 Reasons submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$59,500 to **18 Reasons** will cover the expenses to implement the *Cooking Matters* program to be disbursed in FY 2022 (\$29,750) and FY 2023 (\$29,750) to:

- a. Partner with BUSD and Berkeley Public Library to educate children and their families. Young children are a critically important, yet often overlooked group which would benefit from the program; and
- b. Expand this year to include an important retail component, i.e. Cooking Matters in-store tours; and
- c. Identification of sustainable components of these programs is key as are evaluation of all efforts; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with 18 Reasons in the amount not to exceed \$59,500 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$116,000 FOR FY 2022 AND
FY 2023 TO BAY AREA COMMUNITY RESOURCES FOR THE HEALTHY OPTIONS
AT POINT OF SALE PROJECT

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020 (Resolution No. 69,669-N.S), the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021, and the Bay Area Community Resources submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$116,000 to **Bay Area Community Resources** will cover the expenses to implement the *Healthy Options at Point of Sale* program to be disbursed in FY 2022 (\$58,000) and FY 2023 (\$58,000) to:

- a. Continue with recruitment and training of youth advocates to form a Berkeley Advocacy Team to increase knowledge of food justice and the role of retail food environment to reduce disparities. Advocates will be able to disseminate Healthy Checkout data to key stakeholders;
- b. Provide outreach to and support of stores > 2500 sq ft participating in Healthy Checkout Program. Feedback and compliance tools and training materials will be developed and distributed. Feedback to stores and the community at large will be provided by a variety of methods including social media; and
- c. Provision of results from surveys and interviews and other evaluation data will be used to garner support for future program expansion. Letters from businesses will be gathered to support future expansion efforts; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Bay Area Community Resources in the amount not to exceed \$116,000 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$37,600 FOR FY 2022 AND FY2023
TO FRESH APPROACH TO IMPLEMENT VEGGIERX PROGRAM FOR HEALTHY
FOOD AND BEVERAGES

WHEREAS, high intake of Sugar-Sweetened Beverages (SSBs) is associated with risk of Type 2 diabetes, obesity, hypertension, dental decay and coronary heart disease; and

WHEREAS, over half of California adults (55%) have either prediabetes or diabetes; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021, and Fresh Approach submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff, and determined to be responsive in meeting all aspects of the scope of the work and selection criteria and among the best selection for this contract; and

WHEREAS, funds in the total amount of \$37,600 to **Fresh Approach** will cover the expenses to implement *VeggieRx Program for Healthy Food and Beverages* to be disbursed in FY 2022 (\$18,800) and FY 2023 (\$18,800) to:

- a. Partner with Lifelong to provide high risk patients with standardized nutrition education and access to health food boxes utilizing a video training approach with AmeriCorps volunteers to maximize the resources; and
- b. Develop and institutionalize an evaluation plan using health metrics such as BMI, dental caries and diabetic A1C levels that will over time provide outcome data on the value of combining education with improved access to healthy foods to improve health; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments

with Fresh Approach in the total amount not to exceed \$37,600 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$77,600 FOR FY 2022 AND FY 2023 TO BERKELEY YOUTH ALTERNATIVES FOR THE URBAN AGRICULTURE AND TEEN NUTRITION PROGRAM

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021, and Berkeley Youth Alternatives submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$77,600 to Berkeley Youth Alternatives will cover the expenses to implement the *Urban Agriculture and Teen Nutrition Program* to be disbursed in FY 2022 (\$38,800) and FY 2023 (\$38,800) to:

- a. Recruit, hire, and train 6 garden and nutrition educators to facilitate sessions for programs where participants will sign water pledges; and
- b. Host an annual youth forum to share experiences and cover SSB and water policies and advocacy; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments Berkeley Youth Alternatives in the amount not to exceed \$77,600 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

CONTRACT: TOTAL FUNDING ALLOCATION OF \$55,448 FOR FY 2022 AND FISCAL YEAR 2023 TO COMMUNITY HEALTH EDUCATION INSTITUTE FOR THE ARTISTS AGAINST SODA PROJECT

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 toward funding two-year grants for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health; and

WHEREAS, a Request for Proposal (RFP) for CBOs was released on January 22, 2021 and the Community Health Education Institute submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and the City of Berkeley Public Health Division staff members; determined to be responsive in meeting all aspects of the scope of the work and selection criteria; and stood out among the best selection for this contract; and

WHEREAS, funds in the amount of \$55,448 to the **Community Health Education Institute** will cover the expenses to implement the *Artists against Soda* program to be disbursed in FY 2022 (\$27,724) and FY 2023 (\$27,724) to:

- a. Visit markets, gas stations, and small eateries to gather information and to educate;
- b. Work to remove SSB advertising from commercial venues;
- c. Give classes to students on SSBs and on Healthy Checkout Ordinance;
- d. Hold a downtown Berkeley art contest to promote and disseminate educational messages in local venues, as well as through social media; and
- e. Draft, educate and promote a new ordinance based on a student led effort to restrict SSBs in eateries surrounding the high school; and

WHEREAS, in addition to the Council's approval of the funding recommendation, the City Council action is required to authorize advances for select community agency receiving funds in FY 2022 and FY 2023. The advances are to be equivalent to 25% of the agency's allocation.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute a contract and any amendments with Community Health Education Institute in the amount not to exceed \$55,448 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

TOTAL FUNDING ALLOCATION OF \$239,626 FOR FISCAL YEAR 2022 AND FISCAL YEAR 2023 TO THE CITY OF BERKELEY PUBLIC HEALTH DIVISION TO SUPPORT AND ENHANCE THE HEALTHY BERKELEY PROGRAM

WHEREAS, the consumption of Sugar-Sweetened Beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigating the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, on December 15, 2020, the City Council allocated \$2,662,506 for FY 2022 and FY 2023 for the purpose of reducing consumption of SSBs and addressing the effects of SSB consumption on health with the following recommendation: direct the City Manager to utilize a percentage of the allocated funds to support the City of Berkeley Public Health Division (BPHD) to coordinate and monitor the grant process; evaluate and enhance the Healthy Berkeley Program; produce an annual report that informs the public and disseminates outcome data; and

WHEREAS, the BPHD allocation of Healthy Berkeley Program funding shall not supplant any existing funding and shall be used solely in support of or to enhance the Healthy Berkeley Program; and

WHEREAS, the costs attributed to the Healthy Berkeley Program funding shall not exceed amounts allocated by City Council per fiscal year for this program; and

WHEREAS, funds in the amount of \$239,626 to the **City of Berkeley Public Health Division** (BPHD) will cover the expenses to support the SSBPPE Commission; assist with evaluations beyond the Results Based Accountability effort; coordinate and monitor the grant process; evaluate and enhance the *Healthy Berkeley Program*; and produce an annual report that informs the public and disseminates outcome data; to be disbursed as follows: \$119,813 in FY 2022 and \$119,813 in FY 2023. The BPHD shall use the funds on policy, system, and/or environmental (PSE) strategies to support and enhance the *Healthy Berkeley Program* and collaborate with the community-based organizations. The BPHD will work in partnership with the SSBPPE Commission in a transparent and open manner to plan and strategize for the best use of these new funds; and

WHEREAS, funds in the amount of \$239,626 to BPHD for two years (July 1, 2021 – June 30, 2023) are to be disbursed in two equal amounts of \$119,813 each in FY 2022 and FY 2023; and

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to disburse to the BPHD in the amount not to exceed \$239,626 for the two-year period of July 1, 2021 to June 30, 2023.

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

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

ALLOCATION: \$2,662,506 TOTAL FOR REDUCTION OF SUGAR-SWEETENED BEVERAGE CONSUMPTION GRANT PROGRAM IN FY 2022 AND FY 2023

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

WHEREAS, in FY 2018 and FY 2019, the City Council awarded a total of \$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, on December 15, 2020, the Berkeley City Council unanimously approved Action Item 26 (Resolution No. 69,669-N.S.), recommending an allocation of \$2,662,506 over two years, FY 2022 and FY 2023, to fund the Healthy Berkeley Program with General Fund dollars that cannot be aligned dollar-for-dollar with Measure D revenues; 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, 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, or her designee, is hereby authorized to allocate \$2,662,506 from the General Fund to be disbursed in two (2) installments of \$1,331,253 in FY 2022 and \$1,331,253 in FY 2023 and invested as follows:

1. Allocate up to 40% 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, 2021 to June 30, 2023;
and

2. Allocate at least 40% of the allocated funds through a RFP process managed by the City of Berkeley Public Health Division (BPHD) for grants to community-based organizations consistent with the SSPPE's goals to reduce the consumption of SSB and to address the effects of SSB consumption for the period July 1, 2021 to June 30, 2023; and
3. Allocate up to 10% of the allocated funds to support the 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 SSPPE funding program.

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



Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, January 21, 2021. 4:30 – 6:30 PM

Zoom Meeting

<https://us02web.zoom.us/j/81091200344?pwd=S1h3Z001ZUw3SXJxNG9ibEdhcVFvQT09>

Meeting ID: 810 9120 0344

Passcode: 331747

APPROVED MEETING MINUTES

The meeting convened at 4:37 pm.

ROLL CALL

Present: Commissioners Browne (5:10pm), Crawford (4:50pm), Gallegos-Castillo, Moore (5:15pm), Morales, Namkung, Rose, and Scheider

Absent: None.

Excused: None

Staff present: Kelly Wallace, Janice Chin, and Dechen Tsering

COMMENTS FROM THE PUBLIC

Jezra Thompson, Berkeley Unified School District
Dr. Vicki Alexander, Healthy Black Families

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 12/10/2020.

M/S/C: Commissioners Morales/Scheider

Ayes: Commissioners Gallegos-Castillo, Morales, Namkung, Rose, and Scheider

Noes: None

Abstain: None

Absent from vote: Commissioners Browne, Crawford, Moore

Recused: None

Excused: None

A Vibrant and Healthy Berkeley for All

ACTION ITEMS

- 1. Approved to adopt the proposed schedule of SSBPPE meeting dates in 2021 with proposed edits: move July meeting to March 20, 2021 at 10am.**

M/S/C: Commissioners Scheider/Gallegos-Castillo

Ayes: Commissioners Crawford, Gallegos-Castillo, Morales, Namkung, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: Commissioner Browne and Moore
Recused: None
Excused: None

- 2. Approve to nullify the previous (#1) approval of SSBPPE meeting dates and adopt the revised 2021 meeting dates as follows:**

Month	Meeting Day and Date	Time
January 2021	Thursday 1/21/2021	4:30 pm
February 2021	Thursday 2/18/2021	4:30 pm
March 2021	Thursday 3/18/2021 Saturday 3/20/2021	4:30 pm 10:00am
April 2021	Thursday 4/1/2021	4:30 pm
May 2021	Thursday 5/20/2021	4:30 pm
June 2021	Thursday 6/17/2021	4:30 pm

Month	Meeting Day and Date	Time
July 2021	Moved to 3/20/2021	
August 2021	No Meeting	
September 2021	Thursday 9/16/2021	6:30 pm
October 2021	Thursday 10/21/2021	6:30 pm
November 2021	Thursday 11/18/2021	6:30 pm
December 2021	No Meeting	

M/S/C: Commissioners Scheider/Namkung

Ayes: Commissioners Browne, Crawford, Gallegos-Castillo, Moore, Morales, Namkung, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: None
Recused: None
Excused: None

3. Approve the proposed SSBPPE FY21 Work Plan with edits including deleting #2 and #3 in the Policy Subcommittee's draft work plan.

M/S/C: Commissioners Scheider/Namkung

Ayes:	Commissioners Browne, Crawford, Gallegos-Castillo, Moore, Morales, Namkung, Rose, and Scheider
Noes:	None
Abstain:	None
Absent from vote:	None
Recused:	None
Excused:	None

This meeting adjourned at 6:30 pm.

NEXT ONLINE (ZOOM) SPECIAL MEETING:

The next meeting is scheduled for **Thursday, February 18, 2021**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Dechen Tsering, Commission Secretary
Minutes were approved on February 18, 2021 meeting.

REVISED - 2021 Commission Meeting Dates

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

Name of Commission: Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE)
Commission

Commission Secretary: Dechen Tsering

Please Note the Commission Meeting Dates for 2021 Below

If no meeting is scheduled for a month, please note as "No Meeting."

Example:

Month	Meeting Day and Date	Time
February 2021	Thursday 2/6/21	7:00 pm

Month	Meeting Day and Date	Time
July 2021	No Meeting	

2021 Meeting Dates

Month	Meeting Day and Date	Time
January 2021	Thursday 1/21/2021	4:30 pm
February 2021	Thursday 2/18/2021	4:30 pm
March 2021	Thursday 3/18/2021	4:30 pm
	Saturday 3/27/2021	9am-Noon
April 2021	Thursday 4/15/2021	4:30 pm
	(Canceled d.t. no quorum)	
May 2021	Thursday 5/20/2021	4:30 pm
June 2021	Thursday 6/17/2021	4:30 pm

Month	Meeting Day and Date	Time
July 2021	Moved to 3/20/2021	
August 2021	No Meeting	
September 2021	Thursday 9/16/2021	6:30 pm
October 2021	Thursday 10/21/2021	6:30 pm
November 2021	Thursday 11/18/2021	6:30 pm
December 2021	No Meeting	

commission@cityofberkeley.info
City Clerk Department

2021 Holidays	
New Year's Day	Friday, January 01, 2021
Martin Luther King Jr.'s Birthday	Monday, January 18, 2021
Abraham Lincoln's Birthday	Friday, February 12, 2021
George Washington's Birthday (observed 3rd Monday in Feb)	Monday, February 15, 2021
Malcolm X's Birthday (observed on Monday/Friday nearest May 19)	Friday, May 21, 2021
Memorial Day (observed on last Monday in May)	Monday, May 31, 2021
Independence Day	Monday, July 05, 2021
Labor Day (observed on 1st Monday in Sept)	Monday, September 06, 2021
Indigenous Peoples' Day (observed on 2nd Monday in Oct)	Monday, October 11, 2021
Veteran's Day	Thursday, November 11, 2021
Thanksgiving Day	Thursday, November 25, 2021
Day after Thanksgiving Day	Friday, November 26, 2021
Christmas Day	Friday, December 24, 2021