



Office of the City Manager

October 13, 2016

To: Honorable Mayor and City Councilmembers

From: *Dee* Dee Williams-Ridley, City Manager

SUBJECT: Sugar Sweetened Beverage Tax Revenues

As you know, in November 2014, Berkeley voters passed Measure D tax on sugar-sweetened beverages. The first month of tax implementation was in March 2015. Revenues for the most recent five months are below. Please note, the City increased outreach to self-distributors in 2016, leading to a large increase in the number of filers. The figures below reflect information about tax filing, but that does not necessarily reflect patterns of consumption for sugar-sweetened beverages.

Revenues by month (last six months received)

March 2016	\$138,592.58
April 2016	\$135,325.02
May 2016	\$132,729.94
June 2016	\$143,293.63
July 2016	\$118,728.12

Revenue Statistics

First taxable year, March 2015 - Feb. 2016:	\$1,416,973.14
Revenue to Date:	\$2,085,642.43
2015 monthly average:	\$118,876.39
2016 monthly average (to date):	\$128,125.50
Average number of tax filers per month 2015:	44
Average number of tax filers per month 2016:	144

cc: Jovan Grogan, Deputy City Manager
Henry Oyekanmi, Finance Director
Paul Buddenhagen, Director, Health, Housing and Community Services (HHCS)
Janet Berreman, Public Health Officer, HHCS
Zach Cowan, City Attorney
Ann-Marie Hogan, City Auditor
Mark Numainville, City Clerk
Matthai Chakko, Assistant to the City Manager