

Sugar Sweetened Beverage Community
Advisory Board

Regular Meeting Notice

Oakland City Hall
1 Frank Ogawa Plaza
Hearing Room 1, 1st Floor
Oakland, CA 94612
June 11, 2018 •6:30pm – 8:30pm

AGENDA

1. **Welcome and Call to Order**
 - **Modifications to the Agenda**
2. **Adoption of Meeting Minutes from the Regular Meetings of March 12, April 9, and May 14, 2018** *Action*
3. **Fiscal Update from Human Services Department Related to Sugar Sweetened Beverage Funds** *Informational*
4. **Discussion with Finance Director Katano Kasaine** *Discussion*
5. **Update on Board Recommendations and Response from Council** *Discussion*
6. **Report Out from Community Planning Ad-Hoc Committee** *Discussion*
7. **Draft By-laws Discussion** *Discussion*
8. **Discussion of Work Plan: Priority Areas and Time Frame** *Discussion*
9. **Selection of Agenda Items for July 9, 2018 Board Meeting** *Discussion*
10. **Adjournment** *Action*

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 Beverage Community Advisory Board, please contact Sachelle Heavens 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.

DRAFT MINUTES
Sugar Sweetened Beverage Community Advisory Board
Oakland City Hall,
1 Frank H. Ogawa Plaza
Oakland, CA 94612
Hearing Room 1, 1st floor
March 12, 2018 • 6:30pm-8:30pm

Board Members present: Kim Carter Martinez, Esperanza Pallana, Tonya Love, Donna Carey, Julia Liou, Renia Webb

Board Members absent: Jared Fine

City Staff Members present: Sandra Taylor, Sachel Heavens, Sara Bedford

1. Welcome and Call to Order

• **Call to Order**

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

2. Open Forum

Council Member Abel Guillen (District 2) spoke. He thanked everyone for attending and the work done to date. He highlighted District 2 priorities of public hydration stations, expanding city food programs, and public wellness programs including oral health. He wants to make sure youth are supported and there are partnerships with community based organizations.

10 speakers made public comments.

1. **Marion Johnson:** District 5 resident.
2. **Leah Richie:** Ecology Center Program Manager for the statewide Market Match Program.
3. **Andy Olive:** Program Manager at Fresh Approach. Based in East Oakland.
4. **Tonya Washington:** Oakland Resident and Board Secretary for United Seniors of Oakland and Alameda County.
5. **Mary Gregory:** Represented Service Opportunity for seniors Meals on Wheels, the Oakland Meals on Wheels provider.
6. **Diane Williams:** A grandmother and indigenous woman from East Oakland. Represented Planting Justice and Sogorea Te' Land Trust.
7. **Amir Abdul Shakur:** Represented East Oakland Collective.
8. **Timothy Douglas:** Kindergarten teacher at International Community School.
9. **Fred Clay:** Operations Director, Planting Justice in collaboration with Sogorea Te' Land fund.
10. **Melissa Barry Hanson:** 5th Grade Teacher and Wellness Champion at Bella Vista Elementary.

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3. Vision, Purpose and Guiding Principles Statement

Julia requested the addition of a sentence that specifically includes obesity, diabetes and oral health under the guiding principles. Kim made a motion to adopt the guiding principles for the Sugar, Sweetened Beverage Commission. Renia seconded the motion. The Board unanimously approved the motion.

4. Recommendations on Use of Sugar Sweetened Beverage Funds:

The Board reviewed the staff memo that summarized the discussions at the March 3rd meeting. Esperanza Pallana noted that she made edits to the funding goals and categories statement. The Board established that they needed to agree on the general categories but that the edits could be done separately. Donna and Julia volunteered to work on any additional Board edits.

The next discussion was on **the quick win strategy**. Esperanza highlighted the March 3rd meeting discussion on basic criteria that, any potential projects being considered be urgent and immediate, have demonstrably far-reaching capacity, target high-risk communities, be equitable, and are project ready.

The first quick win discussed was the hydration stations at Oakland Unified School District sites, Head Start locations, Oakland Park and Recreation areas and Oakland Libraries. Donna queried the numbers at the library sites. Sandra Taylor explained that numbers were preliminary but estimated at 14 for Park and Rec, 6 libraries and 20 Head Start sites. Sandra explained that initially one hydrations station per site was requested, then 2 per school and finally OUSD sent a written letter with the request of one hydration station per school.

Julia presented information from absent Board member Jared Fine who was tasked with getting more information on the need for a public education campaign to encourage drinking water in the schools. He spoke to Soda Free Summer and they advised that an effective campaign would cost around \$200,000 to \$250,000.

Sara Bedford, Director of Human Services Department at the City of Oakland presented on the \$370,000 request to provide meals to children:

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1. The City based on state funding, provides 450 daily meals, plus snacks and breakfast to children at Head Start sites. The funding does not allow for high quality, organic, locally sourced food.

2. The Summer Lunch Program also serves 90,000 meals to low income communities during summer vacation at Parks and Rec Centers and libraries. This is also funded with state allocations which does not allow high quality food for children.

3. The third food program was evening meals at Parks and Recreation Centers and Libraries by a state sponsor. They no longer provide these meals. We are requesting funding to continue the program to provide evening meals for children at Libraries and Parks and Rec Centers.

Sara Bedford requested funding to improve the quality of the food that is currently provided to children with state allocated funding.

The Board had several questions regarding the details around funding, alternative funding streams, the needs assessment for the evening meals and whether Parks and Recreation had approached the Council regarding additional funding, the infrastructure development and the one time grant to leverage state funds for the evening meal program.

Esperanza Pallana discussed the **marketing planning RFQ's**. She requested the addition of funding for evaluation as reporting on the performance of the SSB initiative is required. Sandra Taylor clarified that the SSB Planner could support the process but that an external evaluator may be needed. Donna requested further detail on the marketing, planning, and evaluation expenditure. Sandra stated that the amount reflected the Board conversation about communication strategy, overall social marketing, community design, and cultural messaging. She explained that the Board would help develop the communication strategy. Esperanza clarified that the funding could cover three separate RFQ processes for marketing, community planning and evaluation needs.

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The Board requested that Sara Bedford from Human Services and the Parks and Recreation Department present more specific information about the food program funding requests at the next meeting.

Esperanza Pallana and Sandra Taylor highlighted the timeline for the SSB report with recommendations would be submitted to the Life Enrichment Committee by April 24th. Esperanza Pallana stated that the Board had received three unsolicited proposals from agencies and the Board is not able to act on these proposals but the proposals can be submitted for the RFP Process.

Esperanza Pallana called a two-minute break.

Public Comments: 19 speakers made public comments.

1. ***Female Speaker*** – works as a Development Director.
2. **Dana Riley** – Assistant Director for Oakland Parks, Recreation, and Youth Development.
3. **Jenny Wang** – works at the Public Health Department as Director of Nutrition Services Program.
4. **Alex Cruz** – part of the Workers Collective, in District 5.
5. **Walter Gomez** - part of the Workers Collective, in District 5.
6. **Carla Prody** – Health Access Program Manager at Street Level Health Project.
7. **Vicky Alexander** – Co-chair of Berkeley Soda Tax.
8. Carla – read a statement on behalf of **Cadelva LaMelli** who is a nurse practitioner volunteer at Street Level Health Project.
9. **Michelle Steinberg** – works at the Street Level Health Project as a nutritionist and herbalist.
10. **Josephine Rodbill** – Healthy Retail Program Coordinator at Mandela Marketplace.
11. **Tamaya Good** – Oakland resident.
12. **Janine Turner** – Represented the Watson Wellness Project and Preventive Care Pathways located in North Oakland.
13. Female Speaker – reading statement on behalf of **Chelsea Sarge** who is the Nutrition Incentive Coordinator at Mandela Marketplace in West Oakland.
14. **Hermalina Sanchez** – Workers Collective in District 5.

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- 15. **Gabriella Galicia** – Interim Executive Director of Street Level Health Project in the Fruitvale District.
- 16. **Josh Azink** – Runs the Old Oakland Farmers Market.
- 17. **Ajura Smith** – Works at Health Black Families – Thirsty for Change Program.

- 18. **Rachel Richmond** – Project Manager at Health Table of Youth Ventures JPA.
- 19. **Francis Calpatura**– Sugar Freedom Project

Esperanza Pallana stated that even if the Board proceeded with the proposal discussed earlier, 85 to 90% of funds would specifically be allocated to the RFP process including community proposals.

Kim thanked the public for their comments and stated that it helped her rethink her perspective e.g., providing healthy drinking water in schools and questions if this was the intent of the legislation. Tonya agreed and does not want to subsidize City departments that should have funding but does not want to punish students at schools dealing with a lead crisis. Tonya questioned if the sole source funding opportunities could be opened to community groups. Esperanza Pallana agreed.

Donna stated that funding hydration stations is not about subsidizing City departments but about ensuring the health of children not just in Oakland but the rest of the state and country who are the most vulnerable, non-voting members of the community often left in situations with unmet and unfunded needs. She is frustrated that the City and County are not providing these stations but it must be funded and it falls within the Boards purview she recommends this. In terms of sole sourcing she wants to be respectful of the process, fair and equitable and would be uncomfortable jumping ahead of the RFP process.

Tonya stated that the community should be given the opportunity to put forth a proposal to meet an immediate need. Kim seconded this opinion as she saw the Human Services Department presentation of the agenda as an inside track. Esperanza Pallana recommended that the Board support the Sugar Freedom Project on the quick win list based on their proposal for \$996,000.

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Sandra Taylor stated that at the March 3rd meeting no action was taken to ask for proposals. The City has a process for asking for proposals and

requirements. The purpose of the RFP is to lay out criteria to allow people to know on what their proposal should be based and how it will be reviewed. She stated that none of this has been done and an ordinance serves as a guideline on the process e.g. the requirement to advertise.

Esperanza Pallana mentioned that the City of Berkeley included community groups in their quick win strategy. Sandra Taylor stated that Berkeley allocated 49% for community RFP's versus 49% for the Berkeley schools. Here Oakland is proposing 80 to 90% for community proposals. The Board is requesting Council to authorize the release of an RFP to initiate a process.

Esperanza Pallana stated that the Board is making recommendations that the City Council approve an RFP process for categories of funding that the Board has defined and to fund sole source funding projects. She was therefore unclear as to why the recommendation could not support a community program as well. The Board then discussed the recommendations to City Council and debated the opening up of a call for proposals for the quick win recommendations to Council. Sandra Taylor clarified that a sole source funding recommendation must have a strong justification for not using an RFP process, e.g., it could be to meet an emergency. The City Council will want City Contract Compliance proposal processes. The additional City piece was included because of recommendations on the City Council resolution stating that the Council would consider the Board's recommendation before it approves anything out of its budget. There is a timing issue around how the City creates in the budget (for something like the food and nutrition programs).

Esperanza Pallana then called a motion for funding \$340,000 to hydration stations, \$31,000 to the ongoing annual filters, \$60,000 to Head Start for hydration stations, \$80,000 to Oakland Park and Recreation for hydration stations, \$750,000 for community education strategy that would encompass marketing – a marketing planning and evaluation RFQ process, as well as water education and noting that the \$400,000 that has already been allocated for youth work force development be related to health programming and prevention of diet-related disease.

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Sandra added that the balance would go toward the general RFP for community-based programs. Esperanza Pallana confirmed that the motion would also include the broad categories that we've agreed upon for the RFQ process. Donna made a motion based on Esperanza's statement. Renia seconded it. The Board approved the motion unanimously.

Esperanza Pallana confirmed that April 9th is the next regularly scheduled meeting. She confirmed that Head Start and OPR Nutrition Programs would each provide additional information. The Board then discussed reviewing additional community proposals and whether this should be opened up for all to submit. The discussion was around a fair and equitable approach as well as concern about creating a proposal review ahead of the RFP process. Sara Bedford, Director of the Human Services Department, suggested that there were many concerns. It may be difficult to solicit proposals in a very short time without any full-time staff. It would also help to have City Attorney input to ensure an equitable, and transparent approach that meets compliance with City requirements.

Esperanza recognized that there was no unanimous support for the issue and suggested moving on to the next agenda item.

5. Theory of Change

Esperanza Pallana tabled the Theory of Change agenda item to the April 9th meeting in order to give time for further community feedback.

6. Selection of Agenda Items for Next Meeting of April 9, 2018

Julia requested that the by-laws be included.

Esperanza invited public comments. 6 speakers made public comments.

1. **Charles Reed** – Sugar Freedom Project
2. **Gavin Raiders** – Planting Justice and a member of the Sugar Freedom Project.
3. **Janella La Rose** – Sorgorea Te'Land Trust and Planting Justice.
4. **Casesa Fragoso** – Resident leader from Sobrante Park. Supports Planting Justice and the Sugar Freedom Project.
5. **Jonathan Fong** – Manager for Jacqueline Square Farmers Market.
6. **Paul Nyen** – Food Justice Innovations Manager at Hope Collaborative.

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7. Adjournment

The meeting was adjourned at 8:45 pm.

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April 09, 2018 • 6:30pm-8:30pm

Board Members present: Jared Fine, Esperanza Pallana, Tonya Love, Donna Carey, Julia Liou, Renia Webb

Board Members absent: Kim Carter Martinez

City Staff Members present: Sandra Taylor, Sachelle Heavens, Sara Bedford, Diveena Cooppan

1. Welcome and Call to Order

• **Call to Order**

The meeting was called to order at 6:37 pm. The Board and staff introduced themselves. There were no modifications to the agenda.

2. Open Forum

Two speakers made public comments.

1. **Jen Schilling:** with H.E.A.L (Healthy Eating, Active Living). Looks forward to expanding the program, hopefully with support from the tax.
2. **Diana Garrett:** Oakland resident and Center for Elders Independence.

3. Adoption of Prior Meeting Minutes *February 27, 2018, *March 12, 2018

Sandra Taylor explained that the minutes are action minutes. A transcript is available and a video and/or audio is available online. The March 03, 2018 minutes will be available at the next meeting. Julia Liou made a motion to approve the minutes. Jared Fine seconded. Donna requested an amendment to the March 12, 2018 minutes to state that Kim Carter Martinez, abstained from the vote on water hydration stations. The Board unanimously voted to adopt the minutes with the amendment from Donna.

4. Presentation by Human Services Department Director Sara Bedford on City Food Systems

Sara Bedford presented on the Human Services Department programs noting Early Childhood Development (Head Start), Homelessness, Hunger Programs, Violence Prevention (Oakland Unite), Community Action Partnerships, Children and Youth through the OFCY grant program, and now the Sugar Sweetened Beverage Initiative.

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Sara explained that the Parks and Rec. and Library sites are currently not able to provide any dinners or snacks because the vendor who sponsored the meals can no longer provide these meals. The vendor received the state funding to provide the meals but the amount provided by the state was insufficient to sustain the program.

The request is for the board to support a one time, one-year funding of these meals – approximately 200,000 meals based on 26 sites for 30 children per site which costs around \$3.87 per meal. This one-time infusion would allow the City to then set up the systems to continue running the program independently and by applying for the State funding for these meals the next year.

The funding of staff will allow the City to create the infrastructure to manage this program. The food monitor staff is a State requirement to receive the funding and the Program Analyst would run the program throughout the year.

This is a joint proposal with Parks and Recreation, Library and Human Services Departments. We would also recommend \$1 per meal for Head Start to improve the quality of meals provided in the Early Childhood program. The amount requested is \$897,915 for the meals, \$188,042 for snacks, \$262,640 for staffing the program and \$400,000 to improve the quality of the Head Start food program.

The staff and quality improvement of food would be an ongoing request for SSB funding. The numbers presented are revised from the last meeting based on updated feedback from the Oakland Parks and Rec. department.

Board members questioned whether City departments can apply to the RFP process and discussed the equity of City department presentations over other organizations. Sara clarified that this was a joint presentation, that the departments would not be opposed to applying to an RFP process but that City Programs have an extensive reach and infrastructure that could be beneficial in helping the Board reach the objectives they've outlined.

Sandra Taylor stating that in speaking with the City Attorney, it should be clarified that the SSB ordinance states that the Board will make recommendations as to how and to what extent, General Fund money will be spent. The ordinance does not exclude City departments, which can normally access general fund money, from being allocated these funds. Each legislation specifies to some extent the expectations e.g. OFCY ordinance specifically states that the funding will be through an RFP competitive process. Under Sugar-Sweetened Beverage legislation

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it says, the board will make recommendations to the City and not specifically an RFP process.

5. Presentation by Office of Parks, Recreation, and Youth Development Director Nicholas Williams

Dana Riley, Assistant Director for Oakland Parks, Rec, and Youth Development presented as Director Williams was ill and could not attend. OPR is a direct service provider. Dana confirmed that OPR is in alignment with the Food program presentation made by Sara Bedford. OPR is uniquely positioned to help meet the objectives of the SSB initiative. They are the largest provider of out of school services in the City. The request is for the provision of 2 hydration stations at each of the 25 parks that contain a recreation center. These sites have been selected because they are heavily utilized. Dana presented a document with a list of the proposed sites. One hydration station would be inside the facility and one would be contained outside, adjacent to the courts.

An additional recommendation is to fund a health and wellness fitness supervisor who would develop a comprehensive wellness program with the long-term goal of teaching children healthy habits that would last a lifetime. OPR would capitalize on the existing cooking and gardening curriculums that are offered in the after school and summer programs. The overall program would be modeled on the Wellness in the School program – this a nationwide non-profit program. This program would take place at the 24 centers across the City.

The final recommendation is the installation of Fitness Courts. The Courts use your own body mass so it's ideal for teenage youth upwards. They propose one site in East Oakland and one site in West Oakland. The criteria would be based on a community park that has limited access to open space and amenities without driving. The installation is done by a non-profit.

6. Further Recommendations on Use of Sugar-Sweetened Beverage Funds

Esperanza proposed that the Board consider funding The Grocery Store co-operative in West Oakland. Board members indicated that this proposal should be considered in the RFP process. The Board inquired about how many hydration stations would be needed to cover all park sites. Dana Riley stated that she would need to assess and give feedback.

Public Comments: 1 speaker made public comments

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1. Gayle Meyers – Freedom Farmers Market/ Mandela Food Co-operative.

Esperanza made a motion to approve the funding of the HSD/OPR/Libraries food program and the additional hydration stations to OPR as presented minus the \$400,000 for the food systems improvement for Head Start(Ongoing food quality improvement for FY 2019-2020) and to approve the cost of the increase to the hydration stations for OPR as presented. Tonya Love seconded the motion. The Board unanimously approved the motion.

7. **Draft of Board By-laws**

Tonya Love presented a draft section for the SSB of the by-laws which are guidelines and rules for how the Board will function.

The Board discussed the key points and asked for a review of their draft by the City Attorney. Sandra Taylor stated that the attorney requested that the Board work with staff and to submit questions through staff. If questions are to be discussed during a Board meeting, then the attorney could be requested to attend to provide guidance.

The Board requested that the attorney attend the next meeting in May. Sandra Taylor requested that questions for staff to submit to the attorney be very specific. Esperanza recommended that further discussion be tabled for the May meeting.

8. **Background Information on Grants and the RFP Process**

Sandra Taylor asked if the Board would like to Table this item for the next meeting. She stated key references within the procurement ordinance that the Board could review: Section 2.04 (processes for procurement), Section 2.07 (grant awards), Section 2.06 (specific definition for grant agreements).

Esperanza Pallana requested that the item be tabled for the next meeting.

9. **Selection of Agenda Items for Next Regular Meeting of May 14, 2018**

Esperanza Pallana requested the Board to email in the next two weeks on agenda items for the next meeting. Julia Liou requested that if possible, an e-version of the presentations be given to the Board a week before the meeting.

10. **Adjournment**

The meeting was adjourned at 9:05 pm.



HUMAN SERVICES

OAKLAND

Early
Childhood
*(pregnant
families, 0-5-
year olds)*

Homelessness

Hunger
Programs

Children and
Youth
(OFCY)



Violence
Prevention
(Oakland Unite)

HUMAN SERVICES

Seniors

Sugar,
Sweetened
Beverage
Initiative

Community
Action
Partnerships

DURING FY 2016 – 2017 APPROXIMATELY 387,945 PEOPLE WERE SERVED BY HSD PROGRAMS.

- Over 338,000 meals and snacks providing a true food safety net were served across Head Start, Senior Centers, Summer Lunch and Community Housing programs.
- Community Housing and the Community Action Partnership programs served 43,691 individuals through its various homeless prevention investments, shelters, transitional housing, and permanent housing projects.
- 861 individuals moved into permanent housing.
- Oakland Unite's violence prevention and intervention programs served 20,029 people. The Life Coaching project reached 717 youth and adults.
- Oakland Fund for Children & Youth (OFCY) reached 33,259 children and youth throughout the year providing critical after school infrastructure.
- 60,879 seniors were served at Senior Centers; provided with transport; received home visits; and accessed information and assistance services.

Headstart

\$80,000 to improve food quality for 0 to 5 year-old's from low income families.



Serves 80,000 family style meals & 160,000 snacks.

Summer Food Services Program (SFSP)

\$120,000 to improve meal quality & provide nutrition education by supplementing the per meal rate by \$1.00 per lunch meal and \$.50 per snack meal.



SFSP serves 160,000 meals.

PARKS, REC & YOUTH DEVELOPMENT/LIBRARIES
SERVING 200,000 MEALS THROUGHOUT THE YEAR.



FUNDING REQUESTS

Program	Description	FY2017-2018	FY2018-2019
System Infrastructure Integrated Food Program	Staff funding to promote health, nutrition, local food procurement & year round food programming: - Program Analyst II - Part-time Monitors		\$262,640
OPRYD and OPL	One time gap funding for Dinners. 200,000 meals.	\$897,915	
OPRYD and OPL	One time gap funding for Snacks.	\$188,042	
Food System Improvement	Ongoing food quality improvement for FY 2019-2020.		\$400,000

DRAFT - This draft was created by members of the By-Laws AD HOC Committee of the 2017-2020 Community Advisory Board: Tonya Love, Kimberly Carter-Martinez.

Article 1: Establishment and Government Law

1. **Name:** Oakland Sugar-Sweetened Beverage Community Advisory Board (CAB)
2. **Authority, Statutory Requirements:**
 - November 2016 voters approved an ordinance known as the “Sugar-Sweetened Beverage Distribution Tax Ordinance” Ch. 4.52. Added to Title 4, Revenue And Finance, Oakland Municipal Code.
 - OMC 4.52.800 establishes a Community Advisory Board.

Purpose: OMC 4.52.080 A: The Community Advisory Board (CAB) shall advise and make recommendations on how and to what extent the City Council should establish and/or fund programs to prevent or reduce the health consequences of the consumption of sugar-sweetened beverages in Oakland communities, including but not limited to programs and projects to improve community nutrition, reduce childhood obesity, and tooth decay, increase physical activity and prevent type two diabetes in children and families, especially those most affected by health disparities.

Compliance: The commission shall comply with all applicable laws, including but not limited to

- Oakland City Charter (as applicable)
- Sugar-Sweetened Beverage Distribution Tax Ordinance, 4.52.080
- Oakland Sunshine Ordinance (Ordinance 11957 C.M.S., adopted 1997)
- The Ralph M. Brown Act (Government Code sections 54950 et. seq)
- The Political Reform Act of 1974 (Government Code sections 81000 et. seq)
- The Public Records Act (Government Code sections 6250 et. seq)
- Oakland Conflict of Interest Code (Ordinance 11979 C.M.S. as amended)
- These operations policies and other policies adopted by the commission

If any conflict exists between any of the foregoing laws and these bylaws, the applicable Law shall take precedence over the bylaws.

3. **Purpose, Vision and Guiding Principles:** as adopted by Community Advisory Board (CAB) on March 12, 2018

- Purpose: To advise and make recommendations on how to what extent the City Council should establish and/or fund programs to prevent or reduce the health consequences of the consumption of sugar-sweetened beverages in Oakland communities by ensuring an equitable, rigorous and transparent process.
- Vision: Ensuring the right to a healthy life by investing in the health of Oakland children and families. Building hope for a better tomorrow.

- **Guiding Principles:**
 1. We are committed to achieving the highest level of health and well-being for Oakland children and families, particularly those who are most affected by the impacts of SSBs, including but not limited to the following:
 - a. Social justice through food system change
 - b. Dental disease prevention and overall health promotion including obesity, type two diabetes and oral health
 - c. Addressing health disparities and inequities for low-income and our most vulnerable communities
 - d. Health eating and active living for all.
 2. We will strive for systemic change, strategic coordination, and community based collaboration among key stakeholders.
 3. We will ensure that the community voice is included, integrated and upheld.
 4. We will strive to increase our community's ability to create change our community members' self-capacity to live a healthy life.
 5. We are committed to ensuring a culturally appropriate and ethnic lens to the funding work.
 6. We are committed to equity, fairness, transparency, and high impact.

Article II Commission Structure and Support

1. **Community Advisory Board (CAB):** established by OMC 4.52.080 B The Community Advisory board shall consist of nine (9) members who are all residents of the City. City Councilmembers shall make recommendations for members to the Mayor. Members of the Advisory Board shall be appointed by the Mayor. Members of the Advisory Board shall be appointed by the Mayor and confirmed by the City Council in accordance with the City Charter section 601.
 - a. At least three (3) members will be residents who live in areas as defined by the most current census tracts, which are disproportionately impacted by diseases related to the consumption of sugar, as measured by the most recent data available to the Alameda County Department of Public Health.
 - b. At least two (2) members will be one medical and one dental professional who have public health experience who engage in whole or in part in the prevention, diagnosis, treatment, or research of, or education about, chronic diseases linked to the consumption of sugar.
 - c. At least two (2) parents of students currently enrolled in an Oakland Unified School District (OUSD). The parent representatives shall have a student enrolled in an OUSD school at the commencement of the initial term and any subsequent term.
 - d. At least two (2) members will have experience in addressing public health issues, related to diabetes, obesity and sugary drink consumption, community-based youth food and nutrition programs, school-based food and nutrition programs, oral health or early childhood nutrition.

2. **Time of Service:** Members shall serve three (3) year terms. No member shall serve more than two (2) consecutive three (3) year terms. The initial ~~two~~ three (3) year term for each of the initial members shall commence as of the date that six (6) members have been appointed, which is when the Advisory Board may begin its work. A quorum of the Advisory Board shall be five (5) members. Absence from three (3) consecutive regular meetings, or four (4) regular meetings during a single fiscal year, shall constitute resignation from the Advisory Board.
3. **Removal.**
 - a. As mentioned section 2, Absence from three (3) consecutive regular meetings, or four (4) regular meetings during a single fiscal year, shall constitute resignation from the Advisory Board.
 - b. A vacancy will exist whenever a member dies, resigns, is removed or at the end of the member's term or holdover period. Any vacancy shall be filled immediately after the date that such vacancy occurs by the elected official that appointed the CAB member. Councilmembers and or the Mayor shall submit the nominations of the CAB candidates to the Office of the City Clerk at least 20 days before the term expires.
 - c. A member may be removed pursuant to Section 601 of the charter. Among other things, conviction of a felony, misconduct, incompetence, inattention to or the inability to perform duties. Commission staff will notify SSB CAB chair and the appointing authority who may recommend removal. In the absence of cause, no CAB members may be removed prior to the expiration of their term, notwithstanding the expiration of the term of the appointing elected official.
 - d. Community Advisory Board members shall serve without compensation.
4. **Oath of Office:** Acceptance of the Oath of Public Office constitutes a CAB member's sworn responsibility of public trust. Members are required to serve well and to faithfully discharge their duties and responsibilities diligently and consistent with the laws of the City of Oakland and all pertinent state and federal laws.
5. **Rules, Regulations, and Procedures:** Rules, regulations, and procedures for the conduct of CAB business shall be established by consensus. However, when a consensus is not obtained, or when the Chairperson's or a majority of members present decide to establish rules, regulations, and procedures by a vote, then the CAB business shall be established by a majority vote of members present. The CAB must vote to adopt any motion or resolution.
6. **Role of Individual Community Advisory Board Members** It shall be the duty of individual CAB members to:
 - a. Attend monthly CAB meetings on a regular and consistent basis. As according to the SSB CAB ordinance (established by OMC 4.52.080 B), missing 4 consecutive board meetings can result in removal.

- b. Serve on at least one standing subcommittee.
- c. Read materials sent in preparation for each meeting.
- d. Help approve recommendations for SSB Tax expenditures to the Oakland City Council each funding cycle.
- e. Assist with recommendations for input and approval of reports to Oakland City Council and/or Mayor on CAB work.
- f. Represent stakeholder groups, the constituents in the Council District from which each member is appointed, or the community as a whole in providing input which reflects the concerns, visions and ideas of the community.
- g. Evaluate proposals or proposal summaries from private, non-profit, community based organizations and public entities.
- h. Engage in analysis and discussion of issues to be brought before the CAB.
- i. Participate in CAB activities and functions.

7. **Conflict of Interest:** Each CAB member warrants and represents that he or she, any immediate family member or business associate, has no financial interest in and will not obtain any benefit from any program, project, or organization, agency or other entity that is seeking or will seek funding approval from the CAB. Financial interest or benefit includes, without limitation, salaries, consultant fees, commissions, gifts, gratuities, favors, sales income, rental payments, investment income or other business income. A CAB member shall immediately notify the City Manager or designee, and the Chairpersons of any real or possible conflict of interest between membership on the CAB and work or other involvement with entities funded or served by the Sugar-Sweetened Beverage Tax.

8. **Officers and Election of Officers:**

- a. **Election of Officers.** Upon development of bylaws and thereafter at the first regular meeting of each year, commissioners must elect Executive Officers. Election of CAB Officers shall commence as follows:
 - These officers shall include: Chair, Two Vice-Chairs, Treasurer, **Communications Chair.**
 - Each nominee, either by fellow board members or by self-nomination, must be submitted to CAB staff 7 days prior to the first meeting of the year.
 - If more than one commissioner is nominated or volunteers to be nominated for an office, each nominee may speak regarding their qualifications and willingness to serve and answer questions of commissioners or the public.
 - The Commission may discuss the nominations and, when the vote is called, each commissioner may cast a single vote for each office.
 - Officers are elected by simple majority vote.

b. Chair, Vice Chairs: Selection of Chair and Vice Chair (s) will proceed as follows.

- During the First year of CAB (2017 -2018) the CAB will elect two (2) vice chairs.
- *1st Vice Chair*, who will serve as second in command to the Chair. Upon the end of the Chair's the 1st Vice Chair will transition to the position of Chair.
- *2nd Vice Chair*, will serve as alternate to 1st Vice Chair, learn the role during their term and transition 1st Vice Chair upon transition of the Chair.

c. Officer Terms of Service: Each elected officer will serve a 1-year term. Elected officers can only serve two (2) 1- year terms as an officer during one term as a CAB Commissioner (a 3-year term).

- During the first year of the CAB (2017-2018) officers elected who are not able to serve a full year, are eligible to be re-elected without having it count towards their 2 term maximum.
- The 2017-2018 Chair, elected October 2017, will be allowed to serve until January 2019, for the sake of continuity.
- The previous two bullets are only applicable during the first year of formulation of the CAB, during the 2017-2018 term.

Commented [1]: Kim - This needs work and thought. I just realized that with the 1st and 2nd Vice Chair system, a person could only be Chair once during their 3 year term. Is this something we would want? (I personally don't mind it, but some might not like it). The benefit is that other commission members will have a chance at being chair and we won't get a 'chair monopoly'.

d. Officer Roles:

- *Chair*. The Chair presides at all meetings of the commission. The chair is an ex-officio member of all standing committees. The Chair is accountable to the CAB as a whole in setting policy. The Chair serves as the spokesperson unless otherwise designated. Along with the Vice Chair's sets the agenda for each CAB Meeting. Monitors SSB Board revenue and CAB expenditures along with the CAB Treasurer. Works with CAB Communications Chair and CAB Staff to develop end of the year report to Oakland City Council. [How about facilitation of meetings?](#)
- *1st Vice Chair*. performs the duties and responsibilities that may be delegated by the Chair. In the absence or disability of the Chair, the Vice Chair will perform the duties and responsibilities of the Chair. Along with the Chair will help set the agenda of CAB meetings.
- *2nd Vice Chair*. serves as the alternate of 1st Vice Chair if said officer can not perform their duties. Along with the Chair and 1st Vice Chair will help set the agenda of CAB meetings.
- *Treasurer* - Will work with the Chair and CAB Staff and the Oakland Department of Finance to keep track of CAB expenditures. With the help of CAB staff will keep CAB Board periodically informed of SSB Tax revenues.

- *Communications Chair.* Communications Chair will lead the CAB Communications Committee. Will partner with CAB Staff to develop a communications plan, will serve as a spokesperson if Chair is not available. Will along with the Chair approve media and social media communications as necessary. Will work with outside agency that handles communications to make sure they are aligned with CAB *Vision and Guiding Principles (Article 2, section 3)*. Will work with CAB staff and Chair to develop yearly report to Oakland City Council upon approval of the full CAB (by majority vote).

- *Option: Spokesperson:* The spokesperson for the Commission is the Chair or designee, or one of the Vice Chairs if the Chair is unavailable. Or the Communications Chair. See Article II, Section 5,d

9. **Bylaws:** By notice in writing, the proposed ~~amendments~~amendment(s) to bylaws are to be given to all members of the CAB and CAB staff at least seven days prior to the meeting at which the same are to be are to be acted upon; and that the proposed amendment(s) shall be approved by two-thirds of the members present.

DRAFT MINUTES
Sugar Sweetened Beverage Community Advisory Board
Human Services Department
150 Frank H. Ogawa Plaza
Oakland, CA 94612
Conference Room 1, 4th floor
May 14, 2018 • 5:00pm-9:00pm

Board Members present: Esperanza Pallana, Gabriela Regalado, Jared Fine,
Julia Liou, Kim Carter Martinez, Tonya Love

Board Members absent: Donna Carey and Renia Webb

City Staff Members present: Sandra Taylor, Sachelle Heavens, Diveena
Cooppan

1. Welcome and Call to Order

The meeting was called to order at 5:00 pm. The Board and staff introduced themselves.

2. Open Forum

There were no speakers.

3. Racial Equity Training Facilitated by Darlene Flynn, Director of the Race and Equity Department

Darlene Flynn facilitated an interactive training based on the attached Power Point entitled “Results Based Accountability – Racial Equity 101”. The facilitator’s notes from this discussion are attached.

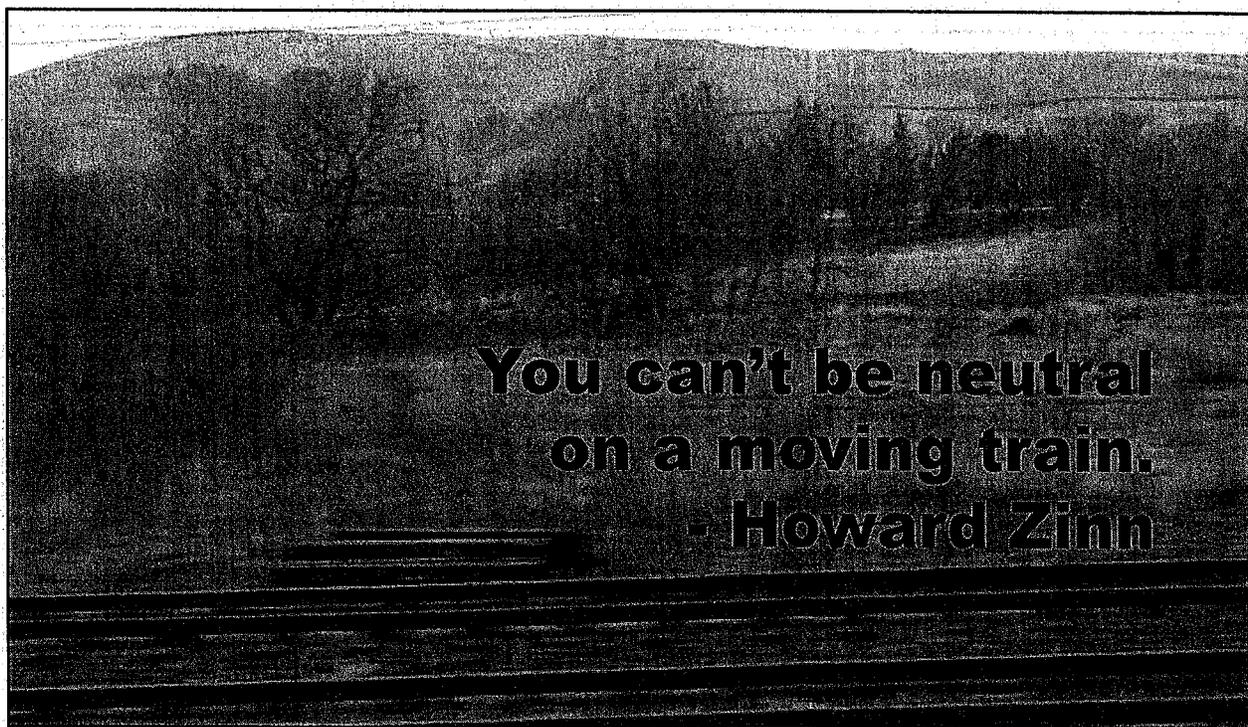
4. Grants and RFP Process and Formation of Ad-Hoc RFP Development Subcommittee (15 minutes)

Board members postponed discussion of the RFP process and focused on forming an ad-hoc committee to consider and provide input for a community engagement process. Esperanza Pallana made a motion to form the Ad-hoc Subcommittee for Community Planning. Renia Webb seconded this motion. All present board members agreed. Julia Liou, Esperanza Pallana, Renia Webb, and Kim Carter Martinez volunteered for the Community Planning Subcommittee, with the first meeting date to be determined later.

5. The meeting adjourned at approximately 9:00 pm.

Racial Equity RBA 101

Erika Bernabei
Equity & Results, LLC
October 11, 2017
(adapted by D. Flynn 5/14/18)



Equity Assumption

Work, done with the best intentions, does not produce the racial equity we demand in our communities ...
or it would have already.

The train will take us where it always has unless we build new pathways to equity.

We need tools:

**Results Based
Accountability Works to
Change Direction**

Who are we Accountable to?

Key Principles of Results Based Accountability

- Data-informed, community involved, transparent decision-making
- Start at the end to determine what you want to achieve and work backwards to the means
- Identify the right level of accountability:
 - Population or whole community (**long term – close disparities**)
 - Performance: programs, services, agencies, systems and initiatives (**where the rubber hits the road**)
- Ask effective questions to quickly get from ends to means

Using a community centered, racial equity lens as the foundation for results work

- Data, interpreted with community, is used consistently
- Solutions are chosen with an eye to root cause so that they will more likely work to disrupt and shift racially disproportionate outcomes
 - Authentic, problem solving relationships so that when data goes in the wrong direction, the group will encourage and empower people to course correct rather than blame team members or the community

Using a community centered, racial equity lens as the foundation for results work

- Community leaders and staff are mutually responsible for planning, identifying, collecting, and using data to formulate meaningful solutions
- A transparent, non-punitive culture around data *analysis* and *use* is created that is different that from compliance reporting
 - Communities aren't blamed for systems failures
- Data, equity rational and decision making process is shared with community

Use Disaggregated Data to Inform Your Decisions

...because there are unintended consequences of stopping at the first cut of data

Answer the Q:

Whose lives are you looking to impact?

Then disaggregate by race, ethnicity, gender, sexual orientation, language, etc.

DEFINITIONS

RESULT

A condition of well-being for children, adults, families or communities.

i.e. All children are well educated, All people live in safe communities, All people are economically self sufficient

INDICATOR

A measure which helps quantify the result.

i.e. high school graduation rate, police arrest rate/crime rate, unemployment rate

PERFORMANCE MEASURE

A measure of how well a program, agency or service system is working.

1. Quantity - How much did we do?
2. Quality - How well did we do it?
3. Impact - Is anyone better off?
Who? How do we know?

About Results

- Think about larger context of your work to transform systems to get equitable outcomes for communities of color.
- The whole community cannot experience well-being when communities of color experience those conditions at disproportionately lower rates.
- Results should be positive, i.e. "healthy" versus "not sick."

RESULTS: Think about Oakland and answer the following questions:

1. What is the condition of well-being (result/s) that you want for people in your community? [state in positive terms]
2. What would these conditions look like if you could see or experience them? [describe like google earth]
3. How could you measure it?

What would it look like? How could racial equity be experienced?

- Answer in a culturally relevant, contextualized manner connected to the vision you have for racial equity.
- The question is not about any community, but about people of color in Oakland?
- Ask yourself, whose vision does this picture reflect?
- Does it reinforce a deficit orientation toward the community?
- Does it authentically reflect what a result means in Oakland?

How can we measure it? Identify indicators

- Measures look similar across the country, but you will have information about Oakland's unique context once you review your disaggregated data by race/ethnicity over time

Root Cause Analysis is Critical

- Data trends over time can highlight racially disproportionate, systems-level outcomes for communities of color.
- Ask “why” 3 to 5 times to move past superficial understandings of the sources of racial inequity and get to the underlying causes/histories.
- Use skilled, preferably multiracial, facilitation to push back on views that reinforce racism and actively surface the historic and present day root causes underlying the assumptions.

What are the Root Causes?

What are the factors that contribute to the racial disparity you see in the data?

What factors do you anticipate affecting the future?

What are the causes and forces at work?

Dig deep and try to identify the “root causes”

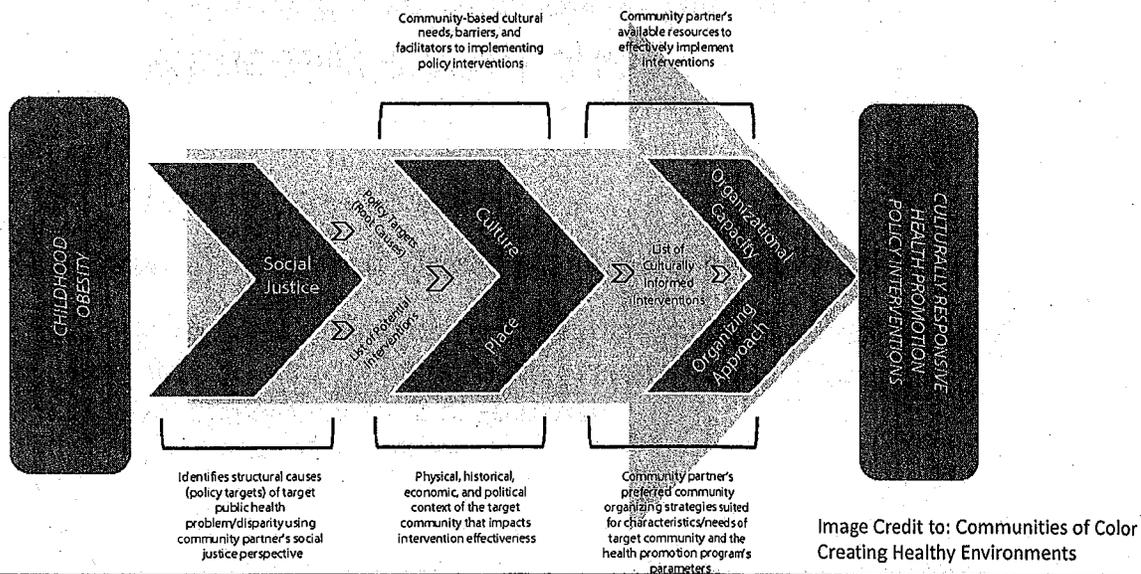
Ask “WHY” 3-5 times!

Consider how current policies and service systems maintain or reinforce structural/institutional racism

The group considers all strategies—from current activities and service systems, to policy implementation/change and new, client-level programs towards the end of racial equity.

*Remember that the root causes inform brainstorming.

Meaningful Solutions Involve Community



Solution Brainstorm!

- No one program or policy will produce a result, but over time, multiple strategies can have an impact.
- Identify a large number of strategies in multiple categories.
- *This is not a research project for evidence-based practices only!*
- Use the following categories to guide the brainstorm:
 - Low-cost, no-cost ideas
 - Ideas identified through community knowledge
 - Promising practices
 - Evidence-based practices
 - Out of the box/ "imagine if" ideas

Caution! Do not get too attached to solutions – consult with and gather community wisdom before running down the road.
Lead with allyship attitude.

Putting a stake in the ground – Performance Measures

Now the hard work begins:

- Identify solutions that are connected back to one or more indicators.
- Now you need to identify performance measures that show how your work is connected to those indicators and use those performance measures to track your impact over time.

Is anyone better off/ did the work make a difference?

Answer the questions:

How would I know if this solution worked?

What is the intended impact?

How would I know if anyone is "better off" as a result of it/it made a difference?

...and articulate it as a measure.

This is the difference between doing business as usual, which has produced racially inequitable outcomes for generations, and being accountable for the impact of our work

Developing Performance Measures

<p>How much did we do?</p> <p># organizations/ people served</p> <p># activities (by type of activity)</p>	<p>How well did we do it?</p> <p>% common measures e.g. workload ratio, staff composition, % staff fully trained/culturally competent % services in language spoken,</p> <p>% activity-specific measures e.g. % timely % people completing activity/training attendance rate, % correct and complete</p>
<p>Is anyone better off? Who? How do we know?</p> <p>#/% skills/knowledge e.g. knowledge of how to start a small biz</p> <p>#/% attitude/opinion e.g. feel a sense of belonging in the organization</p> <p>#/% behavior e.g. school attendance, residents included in decision-making</p> <p>#/% circumstance e.g. working, in stable housing</p>	

Selecting Meaningful Partners

Consider the partners that you need to do impactful work. Government must partner with **community leadership**, and a broad range of partners to successfully address racial inequity.

Consider:

- government agencies
- local government leadership
- nonprofits
- philanthropies
- community based, advocacy and community organizing groups
- private sector
- any other partners that would be required

Identify Unlikely Partners

Identify "unlikely suspects" or partners that you been avoided in the past.

These might well be the exact partners you need in order to produce the results you seek.

Consider current partners and how they might expand, stop or change what they are doing. To have impact, it is critical to build a culture of transparency about past performance by current partners.

Even if you cannot yet determine *how* to access a needed partner, identifying them prevents us from falling back on business as usual.

What's next?

- Who will do what, by when?
- What resources are needed to get it done?
- Is this a long-term action that needs time or can it be done tomorrow?
- What is the active role of community leadership in making these decisions?
- Write it down

Racial Equity Training Facilitated by Darlene Flynn, Director of the Race and Equity Department - May 14, 2018

Facilitator's Notes

- **What is Accountability:**

Outcomes

Voters, Fellow Advocates/Stakeholders

Elected Officials

Communities we say we care about – more impacted

Those who were opposed / who we told it was good for them

- **Who the Sugar Sweetened Board is Accountable to::**

Can explain/account for your decisions; take responsibility

Centering on needs of stakeholders; especially those most impacted

- **Systemic Racism – How Obesity is Measured**

Poverty/Affordability

Sedentary Habit

- **Safety Concerns Impacting Activity HealthCare**

Access/Convenience

- **Awareness**

Heredity

- **Negative Indicators of Obesity**

Diabetes

Dental Disease

Fast food / “Corner” stores

Soda Consumption

Heart Disease

- **Positive Indicators of a Healthy Lifestyle/Community**

Healthy Weight

Birth Weight

Farmers' Markets

Healthy Retail Outlets

Physical activity

Jobs

- Results

Living Diabetes Free

OPD Community Policing

Healthy Resilient People

Healthy Choice Opportunities

Economic Security / Home Ownership

Playing in Green Spaces / Neighborhood

Vibrant Business

Community Gardening / Farmers' Markets / Fresh Produce

City of Oakland, Human Services Department



To: Sugar Sweetened Beverage Community Advisory Board
From: Sandra Taylor, Human Services Manager
Date: June 11, 2018
Re: Fiscal Update on Expenditures of the Sugar Sweetened Beverage Community Advisory Board (Item 3 on the June 11 Agenda)

Below is information on the revenues and expenditures related to the Sugar Sweetened Beverage Fund.

Revenues:

SSBT Collection Summary (by month)

Fiscal Year	Month	Revenue	YTD
FY 2017-18	Jul-17	\$849,764.35	\$849,764.35
	Aug-17	\$1,013,868.28	\$1,863,632.63
	Sep-17	\$1,055,128.24	\$2,918,760.87
	Oct-17	\$949,658.15	\$3,868,419.02
	Nov-17	\$927,095.74	\$4,795,514.76
	Dec-17	\$1,006,252.60	\$5,801,767.36
	Jan-18	\$885,686.37	\$6,687,453.73
	Feb-18	\$796,875.58	\$7,484,329.31
	Mar-18	\$1,089,390.89	\$8,573,720.20
	Apr-18	\$261,214.48	\$8,834,934.68
	May-18	\$0.00	\$8,834,934.68
	Jun-18	\$0.00	\$8,834,934.68

Average	Average	Projected
Y-End	\$952,635.58	\$11,431,626.93

Expenditures:

There are significant costs for personnel that have not charged to SSB Funds related to positions of HSD Manager, and HSD Administrative Assistant II.

Table I. Sugar Sweetened Beverage (SSB) Fund - HSD Expenditure Summary

Fund 1030 - Expenditures TD (May 22, 2018)				
Administration	Budgeted		Actual Expended	
	HHS Planner	(.5 FTE)	\$100,333	7223.21
Exempt Limited Duration Employee	(.25 FTE)	32,627	8432.31	1/15 - 3/15
Administrative Assistant II	(.5 FTE)	60,408	0	Start: June 4
Program Analyst I	(.5 FTE)		0	
Total Personnel:			15655.52	
Operations-support	Food, Transcripts, Supplies, Misc.	12,000	1,726	
Misc. Contract		60,000	0	
Total:			17382.31	
Resolution (Adopted May 1, 2018)				
Water Stations - OUSD		\$371,000	0	
Water Stations - City		140,000	0	
Misc. Contracts (Marketing/Planning)		750,000	0	
Total:		\$1,261,000	0	