

MEMO

To: Oakland City Council
From: SSB Community Advisory Board
Re: Budget Recommendations
Attachment: Requested and actual budget, 2021-2022

June 15, 2022

Revenue from the Oakland Sugar Sweetened Beverage (SSB) tax is projected to be \$7.89 million in 2022-2023. In the FY 2021-23 adopted budget, the SSB CAB proposed 60% of the budget to be allocated to community grants and 20% to be allocated to city agencies. The final budget funded city agencies at 70%, largely allocated to Oakland Parks Recreation and Youth Development. Only 12% went to community investment grants. In contrast, the San Francisco Board of Supervisors and mayor passed a budget that largely adopted their SSB CAB's recommendations.

The SSB's main concern is that funding from the SSB tax be effective in reducing sugar consumption, dental caries, obesity, diabetes, and related conditions. Oakland's SSB CAB believes that SSB tax funding should assure that:

- Funding be used for initiatives that are *specifically linked* to nutrition and wellness programs in neighborhoods that are at risk for health disparities.
- The SSB tax should not be used to backfill the general budget. SSB supports OPRYD nutritional programming. However, it is not appropriate to use SSB funding to support OPRYD personnel and operational costs. Funding allocated to city departments should only be for programs aligned with nutrition, health, and wellness.

The Oakland SSB CAB recommends that the upcoming FY SSB tax revenue allocations prioritize community investment. Investing funds in trusted community organizations directly impacts residents most adversely affected by sugar sweetened beverage consumption. This recommendation is supported by the Mathematica evaluation. The CAB's SSB funding recommendation are as follows:

- 20% City Agencies
 - 10% HSD
 - 10% OPRYD
- 12% OUSD
- 60% Community Investments (Direct assistance and Community based grants)
- 8% Admin, Evaluation and Communications

Councilmembers, please take SSB Tax recommendations seriously.

Sincerely,

Dwayne Aikens Jr.
Chair, SSB Community Advisory Board

MEMO

To: Oakland City Council

From: SSB Community Advisory Board

Re: Budget Recommendations

June 28, 2022

Our June 15 memo to you pointed out that in FY 2021-23, the SSB CAB proposed 60% of the SSB budget be allocated to community grants and 20% be allocated to city agencies. Disappointingly, the final budget funded city agencies at 70%, with 18% to community investment grants. This is not acceptable.

The SSB CAB is deeply concerned that funding from the SSB tax be effective in reducing sugar consumption, dental caries, obesity, diabetes, and related conditions. Again, we ask you to direct 60% of the SSB tax to community-based organizations.

At the SSB CAB's annual retreat, held on April 9, 2022, we developed criteria that we want you to use in choosing community organizations:

- Funding should be used for initiatives that are specific to nutrition and wellness programs in neighborhoods that are at risk for health disparities. For example, the funding should lead to the immediate substitution of water in place of sugar-sweetened beverages in vulnerable neighborhoods. Thus, upgrading drinking fountains at key locations is a good use of funding.
- Funding should pass-through to recipients. For example, funding should not be used for the community organization's staffing or other business expenses. Office rent, salaries, etc. should come from other sources. In general, organizations that depend on the SSB tax for their survival are not appropriate. If a nonprofit cannot survive without SSB funding then it should not be given an SSB grant. Thus, organizations whose funding base is essentially the SSB tax should not be funded. Our reasoning is that the SSB tax will decline over time, as residents choose water over SSB, and we want to fund sustainable organizations.
- Programming should lead to SMART outcomes, i.e., specific, measurable, achievable, realistic, and timely. Thus, programs should have timelines, deliverables, measurable outcomes, and regular reporting.
- The nature of the programming should allow for evaluation of reach, effectiveness, implementation challenges, and sustainability.
- Funded organizations should be positioned to provide strategic partnership toward building a community coalition.
- A member of the SSB CAB should be invited to review grant applications before they are funded and time should be provided for discussion by the CAB.

We would appreciate the opportunity to present directly to the City Council for 30-60 minutes to explain our priorities.

Sincerely,

Dwayne Aikens Jr.

Chair, SSB Community Advisory Board