



**Jack London Improvement District - Meeting of the Board of Directors
September 12, 2016 – 4:00 p.m., Jack London Headquarters – 333 Broadway**

Agenda

- | | |
|--|-----------------------------|
| 1. Call to order and introductions - President | 4:00 |
| 2. Public comment and announcements - President | 4:05 |
| 3. Executive Update - Executive Director | 4:10 |
| 4. Ambassador Update – Operations Manager | 4:15 |
| 5. Support for Relevant Ballot Measures | 4:20 |
| <ul style="list-style-type: none"> a. Jack London will host an informational forum on the following 3 Ballot Measures relevant to District improvement (Infrastructure Bond and Affordable Housing Bond) or relevant to our District Stakeholders (Sugar Sweetened Beverage Tax). Following the forum, the Board will have an opportunity to endorse these issues at a special Board meeting. <ul style="list-style-type: none"> i. City of Oakland Infrastructure Bond (KK): The Infrastructure Bond will invest as much as \$600 million dollars in safer streets and sidewalks, improved libraries and parks, and upgrades to our public safety buildings and fire stations—to renovate them, make them more environmentally sustainable and less costly to maintain. This measure would also provide funding to protect long-term Oakland residents so they can stay in Oakland in safe, high quality and affordable housing. ii. Alameda County Affordable Housing Bond: This Measure will raise up to \$580 million for affordable housing across Alameda County. All funds from the proposed bond must stay local and be dedicated to affordable housing needs in Alameda County only. The funds will be allocated to a combination of rental housing and homeowner programs. iii. Sugar Sweetened Beverage Tax: Proposed tax on the distributors of sugary drinks. A 1-cent per ounce tax is estimated to generate \$6-8 million per year that can be used to fund health and nutrition programs in Oakland. | |
| 6. Board Membership | Action Item 5:00 |
| <ul style="list-style-type: none"> a. Increase Board Membership from 11 to 13 Members at Annual Meeting. Assign a Nominations Task Force to bring candidates to November Board Meeting. | |
| 7. Train Quiet Zone clarified as Embarcadero Improvement Project | Action Item 5:30 |
| <ul style="list-style-type: none"> a. Restate authorization for 1) the Train Quiet Zone project to include safety improvements and amend project title as “Embarcadero Improvement Project” and 2) for Executive Director, with recommendation from Project Task Force to disburse allocated funds as required at project initiation. | |
| 8. Financial Review - Treasurer and Executive Director | Discussion Item 5:40 |
| <ul style="list-style-type: none"> a. Financial Report | |
| 9. Approval of minutes – Secretary | Action Item 5:50 |
| <ul style="list-style-type: none"> a. Board Meeting: July 11, 2016 (Attached) | |
| 10. Adjourn | 6:00 |

Next regular meeting: November 14, 2016, 4:00 pm

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Jack London Improvement District posts agendas with the City of Oakland. Action may not be taken on items not posted on the agenda. Copies of the agenda are available from the Jack London Improvement District at 333 Broadway, Oakland, CA 94607 or through jacklondonoakland.org. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify info@jacklondonoakland.org at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item during agenda item number 2.

Jack London Improvement District – 333 Broadway, Oakland, CA 94607 – 510-388-4412



Executive Update, September 2016

Highlights

- Jack London's 3rd **Annual National Night Out Party** was Tuesday August 2nd. Thank you California Canoe and Kayak, Oaktown Blooms, Port of Oakland, Velocipede Tours, Linden Street Brewery, DetectAll Security, Mr. Espresso, Mobile Arts Platform, El Sabrosito, Cuesa, Port Workspaces, and neighbors.
- **Plan Downtown** intensive Jack London study August 30th, 31st, and September 1. In-depth land use study and public discussion on issues such as the Wholesale Produce District, Webster Green, Embarcadero Safety Improvements, and more. Thank you to community members for valuable input on Jack London's future.
- Jack London Improvement District is shortlisted for Kenneth Rainin Foundation's **Open Spaces Grant** and working currently on developing a full proposal with technical support from arts and placemaking professionals.
- Conversation initiated with **Downtown Streets Team**—giving people the tools they need to get off the streets with successful programs established in Hayward, San Jose, and Union Square SF.
- **Broadway Median Planting** in progress thanks to generous volunteer participation from Fathom and Covenant House.
- **First Friday Floral Pop-up** at Jack London with Oaktown Blooms 9/2
- Jack London first non-art institution **recipient of prestigious Emily Hall Tremaine Foundation Grant** to mount an exhibition with curatorial group Fictilis. Exhibition, called the Museum of Capitalism, to be housed in vacant commercial space within District in 2017.

Challenges

- **Illegal Dumping**— problem impacting business, visitors, and residents; particularly unsheltered. Building a better partnership with Waste Management, Public Works, and our Stakeholders to reduce burden on the District and reduce trash in the public right-of-way will be the focus of Maintenance and Beautification meeting on 9/15.

District News/ New Business

- **Nido Backyard**—Opening December 2016
- **Low budget, high-impact art project proposals** are being accepted, phase 1 due September 15. More info: www.jacklondonoakland.org/opportunities.
- **"Bridge the Gap"** campaign. Summary: Building a bicycle and pedestrian bridge between Downtown Oakland and West Alameda
- In 2016/17 **The Wholesale Produce District turns 100**. We are brainstorming how to celebrate and recognize this living history.

We need your support and participation to make these projects a reality. Hope to see you at this month's events and meetings!

-Savlan Hauser, Executive Director

JACK LONDON CLEAN AND SAFE

STATISTICS

AUGUST 2016 YTD

**Jack London's
Ambassadors have been
hard at work**



19,968 lbs

of trash and debris
removed from the
Public Right-Of-Way

212

Illegal Dumping
sites have been
cleared.

122

Blocks within the
District have
undergone weed
abatement.



521

Graffiti sites
addressed

826

Stickers, Posters,
Flyers removed
from City Fixtures.

1212

Individuals assisted by
our Ambassadors
while in the District

**Jack London Improvement District - Meeting of the Board of Directors
July 11th, 2016 -4:00 p.m., Jack London Headquarters – 333 Broadway**

Present: Bill Stotler, Sara May, Vivian Kahn, Michael Carilli, Peter Gertler, Jenni Koidal, Saied Karamooz, Sam Nassif

Absent: Barry Pilger, Paul Thyssen, Erin Coburn

Staff: Savlan Hauser, Courtney Rosiek

Guests: Chris Curtis, Rebecca Amato, Gary Knecht, Chris Boss, Andy Standfield, Ozan Sirvanliosgw, Brooke Korkut, Heidi Burns, John Karnay, Adrian Napolitano, Mireille Nassif

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order and introductions	The meeting was called to order at 4:09 pm	
2. Public comment and announcements	Gary Knecht requested that the minutes reflect his non-receipt of a meeting reminder; in order to avoid any future miscommunication. Bill Stotler introduced two new members to the team: Operations Manager Chris Boss, and Administrative Coordinator Courtney Rosiek.	
3. Executive Committee update		
4. New Event Venue	Chris Curtis presented his plans for a new event venue, Block 15, at 205 Alice Street. Chris also introduced his co-venture with Linden Street Brewery, which is moving into the retail space at 205 Alice Street. John Karnay presented Linden Street Brewery's new space and plans for a brew house tasting room. Anticipated open will fall at the end of Q1 or early Q2 2017.	
5. Support for a compassionate, sustainable solution to unsanctioned encampments.	Savlan suggested we investigate a compassionate solution to the unsanctioned encampments within District boundaries. A panel talk was suggested composed of representatives from both our homeless residents within the district and service providers. Vivian Kahn voiced her concern regarding protesters, in reference to the NCPC meeting that was held at 333 Broadway on June 28 th , 2016. Vivian noted the marketing for the panel must be produced in a way to minimize the chances of a protest shut down. Andy Standfield, a homeless resident at 5 th and Webster joined us to make known some of the plights facing	

	homeless individuals within District boundaries: ineffective service providers, barred access to Laundromats, and limited access to public restroom facilities. Sara noted the importance of infrastructure to support a growing homeless population.	
6. Underpass Improvements	Adrian Napolitano, Jack London Intern, presented his work towards Underpass Improvements. With the goal in mind of increased connectivity to Jack London through improvements to the underpasses along our boundaries. Adrian addressed the need for temporary, low cost installations along the 7 underpasses that fall under JLID responsibilities. JLID will host an RFP for underpass improvement with the scope of a 0-2 year improvement project.	
7. Embarcadero Improvement Project (Formerly Train Quiet Zone)	The board received an update from the task force.	
8. Community Engagement	Vote for the approval of a 4-hour training workshop: GROUP FACILITATION SKILLS: <i>Putting Participatory Values Into Practice</i> , led by Nelli Noakes, Community at Work. Workshop to be scheduled in September. Savlan will gather availability of the board for September.	Bill moved to approve agenda item 8. The motion was approved unanimously.
9. Financial Review	Savlan brought attention to a budget variance in line 8630 of the Budget Report.	
10. Approval of the minutes a. Board Meeting: May 9th, 2016	The minutes of May 9th 2016 were presented to the board for review.	Sara moved the motion to approve the minutes of May 9 th , 2016. The motion was approved unanimously.
11. Next regular meeting	Monday, September 12 th , 2016, 4:00pm.	
12. Adjournment	The meeting adjourned at 6:05pm.	

Minutes taken by: Courtney Rosiek

Jack London Improvement District	BUDGET				ACTUAL	
Financial Report September 2016	2016 Calendar year				Period ending 8/31/2016	
Revenue	Non-Port 2016	Port Share 2016	2015 Carryover	TOTALS	Actual	Remaining
4000 Assessment Income			\$134,174.34	\$134,174.34	\$134,174.34	\$0.00
4100 Assessment Income:Port of Oakland		\$109,868.45		\$109,868.45	\$109,868.41	-\$0.04
4200 Assessment Income:Non-Port	\$670,901.53			\$670,901.53	\$633,029.43	-\$37,872.10
4250 Prior Year Assessment Adjustments				\$0.00	\$12,839.25	\$12,839.25
9100 Bank Interest				\$0.00	\$619.90	\$619.90
4300 Grants/Contributions				\$0.00	\$5,000.00	\$5,000.00
Total Cash Available	\$670,901.53	\$109,868.45	\$134,174.34	\$914,944.32	\$890,531.33	-\$24,412.99
Expenditures						
7000 MBSSI Maint., Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$315,808.29	\$89,868.45		\$405,676.74	\$285,489.70	\$120,187.04
7200 Services on Tidelands Trust Lands	\$0.00	\$20,000.00		\$20,000.00	\$0.00	\$20,000.00
7300 Special Projects	\$0.00		\$67,138.17	\$67,138.17	\$2,924.66	\$64,213.51
7400 Maintenance Operations	\$19,996.12			\$19,996.12	\$14,545.51	\$5,450.61
Total 7000 MBSSI Maint., Beautification, Safety	\$335,804.41	\$109,868.45	\$67,138.17	\$512,811.03	\$302,959.87	\$209,851.16
7700 MED Marketing & Economic Development						
7710 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$61,116.99	\$37,650.75
7750 Marketing Operations	\$7,702.00			\$7,702.00	\$3,624.69	\$4,077.31
7800 Special Projects	\$15,807.05		\$67,036.17	\$82,843.22	\$37,448.65	\$45,394.57
Total 7700 MED Marketing & Economic Development	\$122,276.79	\$0.00	\$67,036.17	\$189,312.96	\$102,190.33	\$87,122.63
8000 AGCR Admin & Govt/Comm Relations						
8010 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$61,119.99	\$37,647.75
8050 Training & Professional Development	\$1,200.00			\$1,200.00	\$165.00	\$1,035.00
8110 Accounting & Taxes	\$2,500.00			\$2,500.00	\$1,151.46	\$1,348.54
8130 Computer Service & Support	\$500.00			\$500.00	\$99.00	\$401.00
8150 Consulting & Legal Expenses	\$2,000.00			\$2,000.00	\$1,000.00	\$1,000.00
8200 Fees & Permits	\$500.00			\$500.00	\$87.92	\$412.08
8410 Insurance (D&O)	\$675.00			\$675.00	\$600.00	\$75.00
8420 Insurance (General Liability & Auto)	\$2,900.00			\$2,900.00	\$3,211.00	-\$311.00
8450 Special Projects	\$500.00			\$500.00	\$161.40	\$338.60
8510 Office Rent	\$31,250.00			\$31,250.00	\$20,500.00	\$10,750.00
8520 Office Improvements	\$3,800.00			\$3,800.00	-\$715.96	\$4,515.96
8530 Office Furniture & Equipment	\$1,400.00			\$1,400.00	\$843.27	\$556.73
8540 Postage, Shipping, Delivery	\$500.00			\$500.00	\$784.06	-\$284.06
8545 Local Transportation	\$500.00			\$500.00	\$50.00	\$450.00
8550 Printing & Copying	\$1,200.00			\$1,200.00	\$1,110.17	\$89.83
8560 Supplies	\$1,700.00			\$1,700.00	\$791.65	\$908.35
8570 Telephone & Telecommunications	\$2,820.00			\$2,820.00	\$1,812.88	\$1,007.12
8580 Utilities	\$4,246.24			\$4,246.24	\$2,778.69	\$1,467.55
Total 8000 AGCR Admin & Govt/Comm Relations	\$156,958.98	\$0.00	\$0.00	\$156,958.98	\$95,550.53	\$61,408.45
8610 Collection Fees						
8630 Alameda County fees (1.7%)	\$10,113.84			\$10,113.84	\$10,115.08	-\$1.24
8640 City of Oakland fees (1% except Port)	\$6,709.02			\$6,709.02	\$6,335.68	\$373.34
Total 8600 CFC Collection Fees	\$16,822.85	\$0.00	\$0.00	\$16,822.85	\$16,450.76	\$372.09
Total Expenditures	\$631,863.03	\$109,868.45	\$134,174.34	\$875,905.82	\$517,151.49	
Contingency (5% of 2016 Assessment Income)	\$39,038.50	\$0.00	\$0.00	\$39,038.50	\$39,038.50	
Cash available	\$0.00	\$0.00	\$0.00	\$0.00	\$334,341.34	

Investing in a Safe and Vibrant Oakland

Summer/Fall 2016



Infrastructure Bond *Proposed November 2016 Ballot Measure*

► Streets and Sidewalks ► City Facilities ► Anti-Displacement and Housing

Why?

Oakland faces a number of basic needs: street and sidewalk repairs, more affordable housing, library improvements, parks and recreation facilities renovations, fire station repairs and more. Added up, these needs total more than \$2.5 billion. Most of these needs are currently unfunded—meaning they will not get addressed unless a funding source is secured.

In 2002, Oakland invested in a bond measure that successfully provided for environmental restoration and public improvements to our beautiful Lake Merritt. The 2016 Infrastructure Bond is the next step in a comprehensive plan to invest in improving our quality of life and the long term health of Oakland.

What?

The City of Oakland is working hard to secure funding to address these needs now. In the last two years, the City has secured more than \$30 million for transportation projects, and over \$25 million for parks projects and more.

Given our backlog of critical needs, this is simply not enough. We must do more.

The proposed Infrastructure Bond will ask voters in November 2016 to invest as much as \$600 million dollars in safer streets and sidewalks, improved libraries and parks, and upgrades to our public safety buildings and fire stations—to renovate them, make them more environmentally sustainable and less costly to maintain. This measure would also provide funding to protect long-term Oakland residents so they can stay in Oakland in safe, high quality and affordable housing.





Proposed Infrastructure Bond:

Streets and Sidewalks

- ▶ Repave streets and eliminate potholes
- ▶ Repair sidewalks
- ▶ Increase bicycle and pedestrian safety
- ▶ Improve the quality of our sidewalks (benches, street trees)
- ▶ Make accessibility upgrades for people with disabilities

City Facilities

- ▶ Upgrade and repair our libraries
- ▶ Improve our parks, fields and recreational facilities
- ▶ Upgrade our police facilities to improve crime fighting
- ▶ Green energy and seismic improvements

Anti-Displacement and Housing

- ▶ Protect long-term Oakland residents so they can stay in Oakland in safe, high quality and affordable housing
- ▶ Acquire and rehabilitate housing for our vulnerable communities, including seniors, people with disabilities and veterans

What will this cost?

The bonds will be issued incrementally over many years, on a schedule approved by the City Council. Each year taxpayers will pay an amount based on the assessed value (not the market value) of their home and the amount of bonds sold at that time. For example, if the first issuance of bonds is \$200 million, the taxpayer owning a home with a median assessed value of approximately \$250,000 would pay approximately \$60 annually. The annual cost to that same homeowner will reach approximately \$200 when the City has issued the entire \$600 million in bonds.

What is the timeline for a final decision?

In July 2016, the Oakland City Council made a decision to place this bond measure on the fall ballot. This measure must be approved by two-thirds of all Oakland voters in November 2016 to pass.

How do I get more information?

Go to: www.oaklandnet.com/ibond2016
or email with any questions, comments or concerns: ibond@oaklandnet.com



CITY OF OAKLAND

Office of the
City Administrator

We have a Housing Crisis in Alameda County.

Affordable housing is getting harder and harder to find. It's too expensive and out of reach for many seniors, veterans, people with disabilities, low-income families and others most in need. While many working families now spend 50% or more of their income on housing, state and federal funding for affordable homes has decreased 89%. Experts estimate a current shortfall of more than 60,000 affordable homes in Alameda County for very low-income families, with at least 5,000 homeless, and hundreds of thousands of working residents needing help—NOW.

A Viable Solution has emerged:

Alameda County elected officials, policy makers, and community members have been collaborating to find a solution. The solution has emerged: **An AFFORDABLE HOUSING BOND** on the November ballot. The goal of this bond is to create and protect affordable housing options for people who need it most in Alameda County—seniors, veterans, people with disabilities, and many in the workforce whom we count on to help deliver essential services, including teachers, electricians, plumbers, EMT workers and others who simply can't find affordable housing close to where they work in Alameda County.

What's included in the Measure?

Three BIG GOALS:

- 1 Help people who are struggling with housing costs.
- 2 Help the homeless and other vulnerable populations with long-term affordable housing.
- 3 Help people buy homes.

HOMEOWNER Programs:

- ✓ **Down Payment Assistance Loan Program** (\$50M) GOAL: to assist middle-income working families to purchase homes and stay in Alameda County.
- ✓ **Homeowner Housing Development Program** (\$25M) GOAL: to assist in the development of housing, improve the long-term affordability of housing for low-income households, and help first-time homebuyers stay in the county.
- ✓ **Housing Preservation Loan Program** (\$45M) GOAL: to help seniors, people with disabilities, and other low-income homeowners to remain safely in their homes. Provides small loans to pay for accessibility improvements, such as ramps, widened doorways, and grab bars. Provides rehabilitation loans for deferred maintenance such as roofs, plumbing, and electrical systems to seniors/people with disabilities/low-income households at 80% of area median income.

RENTAL HOUSING Programs:

- ✓ **Rental Housing Development Fund** (\$425M) GOAL: to create and preserve affordable rental housing for vulnerable populations, including lower-income workforce housing. Developments will remain affordable over the long-term—estimated to be for at least 55 years.
- ✓ **Innovation and Opportunity Fund** (\$35M) GOAL: to respond quickly to capture opportunities that arise in the market to preserve and expand affordable rental housing and/or prevent tenant displacement—e.g. rapid response, high-opportunity predevelopment and site acquisition loans.

FUNDING Allocations:

- ✓ Funding will be allocated throughout Alameda County. Homeowner program funds and rental innovation program funds to be allocated countywide. For allocation of Rental Housing Development Program funds, see charts on the back of this sheet.

2016 Alameda County Affordable Housing Bond FACTS



This Measure will raise 580 million dollars for affordable housing across Alameda County. **ALL funds from the proposed bond MUST STAY LOCAL**, dedicated to affordable housing needs in Alameda County ONLY.



This measure includes independent annual audits to ensure funds are spent as approved by voters.



The cost to property owners is projected to be \$12-\$14 per \$100,000 of assessed value (*not to be confused with market value*). The assessed value of a property is often much lower than its market value. The typical Alameda County homeowner would pay \$48-\$56 per year, or less than \$5 per month to support this critical initiative.

Rental Housing Development Program

REGIONAL FUNDING ALLOCATION
throughout Alameda County

HALF OF FUNDS TO REGIONAL POOLS		
Regional Pools Allocations by:	% of Total	Need-Blend of Poverty and RHNA LI & VLI
North County	44.7%	\$89,325,065
Mid County	24.9%	\$49,803,134
East County	13.7%	\$27,332,372
South County	16.8%	\$33,539,429
ALAMEDA COUNTY TOTAL	100.0%	\$200,000,000

North County Region: Albany, Berkeley, Emeryville, Oakland and Piedmont.

Mid County Region: Alameda, Hayward, San Leandro, and Unincorporated County.

South County Region: Fremont, Newark and Union City.

East County Region: Dublin, Livermore, and Pleasanton.

Homeowner Program funds (\$120 Million) and Rental Housing Innovation and Opportunity Program funds (\$35 Million) to be allocated countywide.

HALF OF FUNDS TO BASE CITY ALLOCATIONS

City Base Allocations by:	Total Population
City of Alameda	\$10,370,727
City of Albany	\$2,588,918
City of Berkeley	\$15,796,369
City of Dublin	\$8,831,465
City of Emeryville	\$2,799,109
City of Fremont	\$33,264,459
City of Hayward	\$20,298,294
City of Livermore	\$12,722,700
City of Newark	\$6,029,275
City of Oakland	\$54,803,565
City of Piedmont	\$2,431,300
City of Pleasanton	\$13,720,684
City of San Leandro	\$11,907,775
Unincorporated County	\$19,671,892
City of Union City	\$9,763,468
ALAMEDA COUNTY TOTAL	\$225,000,000

Allocations based on average of % AV and % Total Population, with minimum no less than original projections.



Questions? Want more information?

Contact: alcohousingbond@acgov.org

For more information go to: www.acgov.org/board/housingbond.htm

General Obligation Bonds (30 years)

Estimated Annual Cost to Property Owners per Scenarios

	\$200M GOs Series 2017	\$100M GOs Series 2020	Total	\$100M GOs Series 2022	Total	\$100M GOs Series 2025	Total	\$100M GOs Series 2026	\$600M GOs Total
Estimated Project Fund	\$ 200,000,000	\$ 100,000,000	\$ 300,000,000	\$ 100,000,000	\$ 400,000,000	\$ 100,000,000	\$ 500,000,000	\$ 100,000,000	\$ 600,000,000
Average Annual Debt Service	\$12,094,265.77	\$ 6,249,826.60	\$ 18,344,092.37	\$ 6,992,421.43	\$ 25,336,513.80	\$6,992,421.43	\$ 32,328,935.23	\$ 6,992,421.43	\$ 39,321,356.65
Estimated Cost per \$100K AV	\$23.55	\$ 12.17	\$ 35.72	\$ 13.61	\$ 49.33	\$13.61	\$ 62.95	\$ 13.61	\$ 76.56
Estimated Cost per \$500K AV	\$117.74	\$ 60.84	\$ 178.59	\$ 68.07	\$ 246.66	\$68.07	\$ 314.74	\$ 68.07	\$ 382.81
Estimated Cost per \$1M AV	\$235.49	\$ 121.69	\$ 357.18	\$ 136.15	\$ 493.32	\$136.15	\$ 629.47	\$ 136.15	\$ 765.62
Average AV (\$457,648)	108.80	56.22	\$ 165.02	62.90	\$ 227.92	62.90	\$ 290.82	62.90	\$ 353.72
Median AV (\$253,704)	60.31	31.17	\$ 91.48	34.87	\$ 126.35	34.87	\$ 161.22	34.87	\$ 196.09

Based on Total Gross Assessed Valuation (\$51,358,712,695) for taxable property within the City of Oakland, less Other Exemptions, as provided in the Alameda County Auditor-Controller's 2016-17 Fiscal Year Assessed Valuation Report, dated August 5, 2016. Average AV and Median AV based on FY 2016-17 secured roll. Also, based on market data as of June 1, 2016.



Sugar Sweetened Beverage Distributor Tax

Economic/Small Business Impact Explanation
Jack London Business Improvement District



Why Tax Sugary Drinks??

It's All About The Health of Our Children

- 40% of all children aged 3 to 14 and 50% African American and Latino children in this age group are predicted to develop Diabetes
- More than 37% of Oakland adolescents are overweight or obese
- Sugary Drinks increase the risk of **tooth decay**, the most common childhood disease. In Alameda County:
 - 50% of Kindergarten Children
 - 69% of 3rd Grade Children



Why Tax Sugary Drinks???

Diabetes Crisis

- Sugary Drinks are the **largest** contributors of added sugars in American diet and are linked to risk of **diabetes, heart and liver diseases.**
- Individuals who drink 1 to 2 sugary drinks per day have **26%** higher risk for developing type 2 diabetes
- Cost for healthcare alone for diabetes in 2010 in Alameda County was estimated at **\$560 million**





How Does Diabetes Affect Businesses??

- **A study commissioned by the American Diabetes Association in 2012** (Economic Costs of Diabetes in the U.S. in 2012) found that the total estimated cost of diagnosed diabetes in 2012 was \$245 billion, including \$176 billion in direct medical costs and \$69 billion in reduced productivity. This is a 41% increase from their 2007 costs estimate of \$174 billion. Costs include:
 - Increased absenteeism (\$5 billion)
 - Reduced productivity while at work (\$20.8 billion) for the employed population
 - Reduced productivity for those not in the labor force (\$2.7 billion)
 - Inability to work as a result of disease-related disability (\$21.6 billion)
 - Lost productive capacity due to early mortality (\$18.5 billion)



What's included in the Measure??

- One Cent per Ounce Tax on Distributors
 - Sugary Drinks such as soda, sports and energy drinks, sweet teas
 - Exempts milk products, 100% juice, medical drinks, baby formula
- Establishes Community Advisory Board
 - Makes Recommendations on Funding of Programs
 - Evaluates the Impact of Taxes and Publishes Annual Report
- Small Business Exemption





Who Supports the Measure?

- **Political Leaders:** Unanimous City Council and Oakland Unified School District, County Board of Supervisors, Assembly members Rob Bonta and Tony Thurmond
- **Community Groups:** OCO, CBE, 100 Black Men, Acta Non Verba, Allen Temple Health and Human Services, East Bay Asian Youth Center, Alameda County Community Food Bank, Oakland Food Policy Council
- **Health Organizations:** Heart Association, Alameda County Healthcare Services Agency, California WIC Association, California Dental Association
- **Businesses:** Brown Sugar Kitchen, Millenium, Camino, Ordinaire, Chop Bar, Fusebox, Bocanova, The Town Kitchen, Bake Sale Betty



Do Taxes Work?

Mexico successfully passed an excise tax on sugary drinks and in the first year:

- Reduction of 12% purchases of sugary drinks overall
- Reduction of 17% purchases of sugary drinks among low-income Mexicans

Berkeley overwhelmingly passed a \$.01 distributor excise tax in 2014 and evaluations show:

- Reduction of SSB purchases (20% down in low-income areas)
- Revenue neutrality for stores
- Over \$1.5M allocated to school gardening, nutrition programs, and community agencies
- Not only is this not a grocery tax, there is no evidence that it raises grocery bills. Preliminary data from the first 6 months of the Berkeley soda tax on millions of customer visits found that an average grocery bill did not increase. Customers decreased their purchases of the unhealthy taxed beverages and increased their purchases of healthier untaxed ones."



Employment Impact of Sugary Drink Tax

A primary argument industry uses against SSB taxes is that they will cause considerable regional job losses – An AJPH Study* showed this is overstated and inaccurate due to:

1. People buy non-SSBs, which are often produced by the same companies.
2. Jobs created elsewhere in the economy as consumers reallocate their spending to non-beverage goods and services are ignored.
3. The economic activity that tax revenue generates is not accounted for.

* (Am J Public Health. 2014;104:672–677. doi:10. 2105/AJPH.2013.301630)



Economic Impact of Sugary Drink Tax in Oakland

- ❖ Revenue Generation Projected at \$6-8 million

- ❖ CHOICES Microsimulation Model (Harvard T.H. Chan School of Public Health: Gortmaker SL, Long MW, Ward ZJ, Giles CM, Barrett JL, Resch SC, Cradock AL)
 - Reduction of 4% in diabetes incidence (90 cases of diabetes prevented over one year period)
 - Cases of Obesity Prevented = 2,140
 - Health Care Cost Savings per \$1 invested = \$30.40



www.bikewalkalameda.org
(510) 595-4690
PO BOX 2732
ALAMEDA, CA 94501

Bridge the Gap Campaign

Goal: Build a bicycle and pedestrian moveable bridge connecting west Alameda and downtown Oakland



Proposed Alameda - Jack London Pedestrian/Bike Draw Bridge

