City of Berkeley
Sugar Sweetened Beverage Tax

Presented August 26, 2016
Laurie Capitelli, Berkley Councilmember
After Berkeley soda tax, sugary drinks less popular

By Yasmin Anwar / Berkeley News

In a sign that taxes can work in the right against obesity, a new study from the UC Berkeley shows a 21% drop in the drinking of soda and other sugary beverages in Berkeley's low-income neighborhoods after the city levied a penny-per-ounce tax on sugar-sweetened beverages.

A new UC Berkeley study shows a 21% drop in the drinking of soda and other sugary beverages in Berkeley's low-income neighborhoods after the city levied a penny-per-ounce tax on sugar-sweetened beverages. Photo: Gael McKinnon

Basic Elements of the Tax

- Sugar Sweetened Beverages and Syrups
- 1 Cent Per Ounce
- Paid by Beverage Distributors
Could Your City Use $1M-$10M in Your General Fund?

This could fund:

• Universal Preschool
• Health and Nutrition Programs
• Diabetes Prevention Programs
• Quality Childcare
1 IN 3 KIDS WILL GET DIABETES IN THEIR LIFETIMES UNLESS WE DO SOMETHING ABOUT IT

You can make a difference. Vote YES to Berkeley’s soda tax this November. Learn more at BerkeleyvsBigSoda.com.
Community Convergence for Soda Tax (Broad Coalition)

• Schools/Educators

• Parents

• City and Community Leaders
  – Every Local Elected Official and Candidate for Local Office

• Public Health Advocates and Health Professionals
Conundrum: 50% or 2/3rds?

• Poll Finding: 64-65% voter approval

• Specific or General Tax?

50% = Greater Chance of Victory
Start Early...

No, Earlier...

No, Even Earlier
Leadership Team, Campaign Manager, Consultant

- Volunteers and Fundraising Steadily Grew
- Door-to-door, Phone, Tabling, Testimony
- Mail and Media
Wide Campaign Support

- California Dental Association
- American Heart Association
- Laura and John Arnold Foundation (Action for Healthy Food)
- Michael Bloomberg
- Over 300 Individual Supporters

76% Voter Approval!
Tax Collection

• With Assistance of Contract Service Provider, Muni Services

• Initial Focus on Major Distributors
  – Phased in smaller distributors, “mom and pop” establishments

• First Month of Reporting Started March 2015
  – First Year Collected: $1.5 Million
SSB Panel of Experts

- New City Commission Appointed by City Council
- Membership Categories in Tax Ordinance
- Advise Council on Allocation of General Fund to Support Community Health
Does Your City Want to Take Action on Sugary Drinks?
Resources

- Latino Coalition for Healthy California: http://www.lchc.org/
- UCSF: http://www.sugarscience.org/
- Rudd Center for Food Policy and Obesity: http://www.uconnruddcenter.org/
- ChangeLab Solutions: http://changelabsolutions.org/
- Linda Maio, Vice Mayor, Berkeley City Council: lmaio@ci.berkeley.ca.us
- Laurie Capitelli, Berkeley City Council: lcapitelli@ci.berkeley.ca.us
- Jeff Ritterman, San Francisco Physicians for Social Responsibility Board: www.sfbaypsr.org
- Harold Goldstein, California Center for Public Health Advocacy: www.publichealthadvocacy.org