

RESOLUTION NO. 115-11

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RICHMOND REQUESTING STAFF TO PREPARE FOR CITY COUNCIL REVIEW AND CONSIDERATION TWO DRAFT BALLOT MEASURES INTENDED FOR THE GENERAL ELECTION OF NOVEMBER 6, 2012:

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- ONE BALLOT MEASURE WILL HELP DIMINISH THE HUMAN AND ECONOMIC COSTS OF OBESITY AND DENTAL DISEASE AMONG RICHMOND RESIDENTS BY DISCOURAGING EXCESSIVE CONSUMPTION OF SWEETENED BEVERAGES BY IMPOSING A TAX EQUAL TO ONE CENT PER FLUID OUNCE (“SWEETENED BEVERAGES TAX”) AND BY CREATING AN ADDITIONAL GENERAL FUND SOURCE WHICH MAY BE USED FOR ANY PURPOSE, INCLUDING BUT LIMITED TO PROGRAMS DESIGNED TO PREVENT CHILDHOOD OBESITY.
- THE SECOND BALLOT MEASURE WILL BE A NONBINDING ADVISORY QUESTION ASKING VOTERS WHETHER THEY WOULD PREFER THAT THE PROCEEDS OF THE SWEETENED BEVERAGES TAX BE DIRECTED TOWARD THE PREVENTION OF CHILDHOOD OBESITY BY PROMOTING HEALTHY EATING AND ACTIVE LIVING AMONG RICHMOND’S YOUTH, BY INVESTING IN THE CREATION AND MAINTENANCE OF SUFFICIENT AND ADEQUATE SPORTS FIELDS, SUPPORTING AND PROMOTING SPORTS AMONG RICHMOND’S YOUTH, PROMOTING SCHOOL AND NEIGHBORHOOD GARDENS, AND SUPPORTING OTHER WORTHY PROJECTS WHICH PREVENT CHILDHOOD OBESITY.

WHEREAS, the prevalence of obesity in the United States has increased dramatically over the past 30 years. From the 1960s to the late 1970s, the prevalence of obesity was relatively constant, with about 15 percent of the population classified as obese. After the 1970s, these rates began to climb. By 2006, 23.3 percent of Americans were considered obese. In California, obesity rates have increased even more, rising from 8.9 percent in 1984 to 25.5 percent in 2010. Although no group has escaped the epidemic, ethnic minorities and the poor are disproportionately affected, and

WHEREAS, the percentage of children who are overweight has also increased dramatically in recent decades. After being relatively constant from the 1960s to the 1970s, the number of overweight children has more than quadrupled among those between 6 and 11 years of age and nearly tripled among those between 12 and 19 years of age, and

WHEREAS, the obesity epidemic is of particular concern because obesity increases the risk of diabetes, heart disease, certain types of cancer, arthritis, asthma, and breathing problems. Depending on their level of obesity, from 60 percent to over 80 percent of obese adults have type 2 diabetes, high blood cholesterol, high blood pressure, or other related conditions. It has been reported that up to 60 percent of obese children 5 to 10 years of age have early signs of heart disease, and

WHEREAS, type 2 diabetes, previously only seen among adults, is now increasing among children. If the current obesity trends are not reversed, it is predicted that one in three children and nearly one-half of Latino and African American children born in the year 2000 will develop type 2 diabetes in their lifetimes. Research shows that overweight children have a much greater chance of being obese as adults, with all the health risks that entails, and

WHEREAS, overweight and obesity account for \$147 billion in health care costs nationally, or 9 percent of all medical spending - with half these costs paid publicly through the Medicare and Medicaid programs, and

WHEREAS, in 2006, overweight- and obesity-related costs in California were estimated at almost \$21 billion, and

WHEREAS, there is overwhelming evidence of the link between obesity and consumption of sweetened beverages such as soft drinks, energy drinks, sweet teas, and sports drinks. California adults who drink asoda or more per day are 27 percent more likely to be overweight or obese, regardless of income or ethnicity, and

WHEREAS, according to nutritional experts, sweetened beverages such as soft drinks, energy drinks, sweet teas, and sport drinks offer little or no nutritional value, but massive quantities of added sugars. Forexample, a 20-ounce bottle of soda contains the equivalent of approximately 17 teaspoons of sugar. Yet, the American Heart Association recommends that Americans consume no more than five tonine teaspoons of sugar per day, and.

WHEREAS, research shows that almost one-half of the extra calories Americans have been consuming since the 1970s could come from soda, with the average American drinking nearly 50 gallons of sweetened beverages a year, the equivalent of 39 pounds of extra sugar every year, and

WHEREAS, Americans are drinking more sweetened beverages than ever before. From 1977 to 2002, Americans doubled the amount of sweetened beverages they consumed. Currently, children and adult Americans consume 172 and 175 calories respectively from sweetened beverages a day. Children and adolescents now consume 10 to 15 percent of their daily caloric intake from sweetened beverages, and

WHEREAS, research shows that 41 percent of California children 2 to 11 years of age and 62 percent of California teens 12 to 17 years of age drink soda daily, and for every additional serving of sweetenedbeverage that a child consumes a day, the likelihood of the child becoming obese increases by 60 percent, and

WHEREAS, Dental caries (tooth decay) is the most common chronic childhood disease, experienced by more than two-thirds of California's children. Children who frequently or excessively consume beverageshigh in sugar are at increased risk for dental caries. Untreated dental caries can lead to pain, infection, tooth loss, and in severe cases, even death. It can slow normal growth and development by restricting nutritional intake. Children who are missing teeth may have chewing problems that limit their food choices and result in nutritionally inadequate diets, and

WHEREAS, during the year 2010students attending 5-7 grades in public schools located in the City of Richmond, as well as all public schools throughout California, were tested with the Fitnessgram test which included a measurement of height and weight, and the measurements indicate thatoverall31.5% are obeseand20.4%of the children are overweight, and51.9%of Richmond school children are either obese or overweight, and only 46.5%have a normal weight; and

WHEREAS, the same 2010 data sourceshows that Richmond students from African American and Latino communities were more likely to be overweight or obese than other communities,as33.9% of African American students wereobese and 17.9 % overweight; 32.9% of the Latino students wereobese and21.6% overweight ; 24.7% of the Asian students were obese and21.7% overweight; and 12.5% of White students wereobese and16.7% overweight; and overall, while29.2% of Asian students and 29.1% of White students are either obese or overweight, 51.8% of African American students and 54.5% of Latino students and were either overweight or obese; and

WHEREAS, the Richmond City Council is considering proposinga ballot measure to the voters of the City of Richmond to help diminish the human and economic costs of obesity and dental disease among Richmond residents by discouraging excessive consumption of sweetened beverages by increasing the price of these products by 1 cent (\$0.01) per fluid ounce of sweetened beverage, and by in doing so creating an additional General Fund revenue source which may be used, among other thingsfor programs designed to prevent childhood obesity, including the development in Richmond of sufficient multipurpose sports fields, and

WHEREAS, insufficient and inadequate sports fields are key obstacles limiting the participation of thousands of Richmond children and youth in group sports, and

WHEREAS, Whereas, according to the City of Richmond 2010 City Parks General Plan, the City of Richmond lacks many appropriate sports fields for the number of residents in the city, including lacking at least 20 soccer fields and 2 baseball-softball fields, and many of those in existence are not appropriately functional for the needs of the current and potential Richmond players, and

WHEREAS, Whereas, Richmond-based clubs, leagues and teams lack the resources needed to expand participation in sports to more Richmond residents, to travel and participate in regional and national competition, to provide scholarships and tutoring and other educational opportunities; and

WHEREAS, participating in group sports develops in young players the values, virtues and human capital that Richmond wants to see in its residents, including but not limited to Individual development, health promotion and disease prevention, promotion of gender equality, team building and leadership skills, social integration and the development of social capital, peace building and conflict prevention/resolution, post-disaster/trauma relief and normalization of life, economic development, communication and social mobilization.

WHEREAS, expanded participation of Richmond children and in group sports will have a significant positive impact in reducing crime and violence in our City, and

NOW THEREFORE BE IT RESOLVED THAT the Richmond City Council requests that staff prepares and brings for our review and consideration two draft ballot measures:

- ONE BALLOT MEASURE WILL HELP DIMINISH THE HUMAN AND ECONOMIC COSTS OF OBESITY AND DENTAL DISEASE AMONG RICHMOND RESIDENTS BY DISCOURAGING EXCESSIVE CONSUMPTION OF SWEETENED BEVERAGES BY IMPOSING A TAX EQUAL TO ONE CENT PER FLUID OUNCE (“SWEETENED BEVERAGES TAX”) AND BY CREATING AN ADDITIONAL GENERAL FUND SOURCE WHICH MAY BE USED FOR ANY PURPOSE, INCLUDING BUT LIMITED TO, PROGRAMS DESIGNED TO PREVENT CHILDHOOD OBESITY.
- THE SECOND BALLOT MEASURE WILL BE AN ADVISORY QUESTION ASKING VOTERS WHETHER THEY WOULD PREFER THAT THE PROCEEDS OF THE SWEETENED BEVERAGES TAX BE DIRECTED TOWARD THE PREVENTION OF CHILDHOOD OBESITY BY PROMOTING HEALTHY EATING AND ACTIVE LIVING AMONG RICHMOND’S YOUTH, BY INVESTING IN THE CREATION AND MAINTENANCE OF SPORTS FIELDS SUFFICIENT IN BOTH NUMBER AND QUALITY, SUPPORTING AND PROMOTING SPORTS AMONG RICHMOND’S YOUTH, PROMOTING SCHOOL AND NEIGHBORHOOD GARDENS, AND SUPPORTING OTHER WORTHY PROJECTS WHICH PREVENT CHILDHOOD OBESITY.

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“Sweetened Beverage” means any sweetened nonalcoholic beverage sold for human consumption that contains any added caloric sweeteners, including but not limited to the following: soda water, ginger ale, root beer, all beverages commonly referred to as cola, lime, lemon, lemon-lime and other flavored beverages, including any fruit or vegetable beverage containing 10 percent or less natural fruit juice or natural vegetable juice, and all other drinks and beverages commonly referred to as “soda”, “soda pop” and soft drinks.”

Sweetened beverage does not include:

- any product sold in liquid form for consumption by infants
- any product sold in liquid form for use for weight reduction
- water to which no caloric sweeteners have been added
- any product containing milk or milk products or plant protein sources
- medical food
- coffee or tea

Sunset Clause: The ordinance should include a sunset clause to take place on the first day of January of the year immediately following the year in which standard measurements of body height and weight of Richmond children indicate that 90% of Richmond children are neither obese nor overweight.

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I certify that the foregoing resolution was passed and adopted by the Council of the City of Richmond at a regular meeting thereof held on December 6, 2011, by the following vote:

AYES: Councilmembers Beckles, Ritterman, Rogers, Vice Mayor Butt, and Mayor McLaughlin.  
NOES: Councilmember Booze.  
ABSTENTIONS: Councilmember Bates.  
ABSENT: None.

DIANE HOLMES  
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CLERK OF THE CITY OF RICHMOND  
(SEAL)

Approved:

GAYLE MCLAUGHLIN  
Mayor

Approved as to form:

RANDY RIDDLE  
City Attorney

State of California            }  
County of Contra Costa        } : ss.  
City of Richmond               }

I certify that the foregoing is a true copy of Resolution No. 115-11, finally passed and adopted by the City Council of the City of Richmond at a regular meeting held on December 6, 2011.