



Exhibit B

Progress Report – Sugar Sweetened Beverage Tax Grant Program

July 2021 – June 2022

OVERVIEW

The Sugar Sweetened Beverage Tax Proceeds program provides funding to create programs that encourage healthy lifestyle choices with a focus on children and at-risk populations, including both educational and physical activity programs. This initiative invites applicants to create programming geared toward Albany residents responding to any of the following themes:

- Health & nutrition
- Exercise and movement
- Education to reduce sugar sweetened beverage consumption

Programs may include classes, events, lectures, training courses, and educational materials. Funded programs must take place within the City of Albany and should be available to the public.

To assist the City in evaluating the effectiveness of the use of Sugar Sweetened tax proceeds, funded applicants are to provide program statistics by completing a progress report and final report.

Progress Report: Due on March 18, 2022 for the period July 1, 2021 - February 28, 2022

Final Report: Due on July 15, 2022 for the period of July 1, 2021 – June 30, 2022

Program Title: Move 'n' Groove
Program Description: Albany Move'n'Groove was an all ages and all fitness-level, exercise-meets-music event. Participants signed up to skate, run, walk, or stroller jog a 5K (6 laps) around AHS and Memorial Park to an eclectic array of live bands who entertained the participants. Spectators were also welcomed to enjoy the live music performances and to cheer on the "movers." After the 5K, everyone was invited to "groove" to the headliner band on the main stage in the park.
Grant Amount Allocated: \$6,000

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Program Performance Measures and Targets			
Performance Measure	4/24/2022	7/1/2021-6/30/2022	Comments
Number of People Served by Program	350 approx.		There were about 220 registrants for the 5K plus their family and friends, volunteers and other spectators. Most 5K registrants (over 90%) were Albany residents which includes people of all ages from young children (in strollers) to elders.
Number of Classes or Activity Hours			
Number of Children Served (if data is available)			
Number of Albany Residents Served (if data is available)			

Two Additional Program Performance Targets			
Please include up to two additional performance measures specific to your program.			
Performance Measure	7/1/2021-2/28/2022	7/1/2021-6/30/2022	Comments



Program Accomplishments and Successes:

As a first-time event conceived, planned and executed almost exclusively by community volunteers (primarily myself and Steve Trutane, with the support of Albany Community Foundation as our fiscal sponsor plus about 30 volunteers on the day of the event), the event was a great community-building event that invited people of all ages and fitness levels to engage in a fun exercise event that had excellent bands to entertain all. The volunteerism was exceptional in that so many people stepped up to help on the day of the event. Steve Trutane reported that a professional event planner complimented us by saying that we "nailed it" with the event planning execution. We also received many compliments that the music was exceptionally good- ninety-three bands auditioned for the five spots so we had top-notch bands at the event. The event was also a fundraiser for the Albany Community Foundation, as a way to enhance Albany's community needs.

Most of all, we received feedback from folks that the event was "great fun" and that they hope we have it again next year! The event was an especially welcomed one since the pandemic has prevented people from gathering safely for the last 2 years and it felt great that we could hold such a fun event safely and outdoors with our community.

Program Challenges:

The most challenging aspect of planning the event was the marketing. As the first-ever MnG, we wanted to ensure that people signed up for the 5K race so we marketed mostly to get people to sign up for the race; by default, we neglected to publicize enough to the "non-sporting" types that there was free music for all spectators (not only the 5K participants) so the turnout for the bands was mostly by the racers. For the excellent quality of the bands, we could have had a much larger crowd. Next year (always easier the second time with word-of-mouth publicity), it should be easier to publicize the event to both 5K participants AND non-participants who wish to just watch the live bands.

Program Outreach:

We did our best to publicize locally- we advertised on the Patch, all Albany FB groups, Next Door, Berkeley Parents Network, Albany E-Newsletter, AUSD, Albany Triathlon, and some other running clubs in the area. We also posted flyers around town on Solano Avenue and tried to spread the word through personal networks.

Other Comments:

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Steve Trutane and I made a good team and we would definitely consider planning the event again next year. The ACF was also very helpful as our fiscal sponsor. We will be meeting with Doug Donaldson (ACF president) for a debriefing meeting on Friday and will consolidate our learnings so we can improve upon the event planning for next time, should we propose to do it again and should the event be approved by the city.