

MEASURE AA FACT SHEET

Berkeley vs. Big Soda: Protecting Berkeley's Investment in Children's Health

WHO: Measure AA is sponsored by the Berkeley Healthy Child Coalition, and supported by Berkeley's leading health, education and community organizations dedicated to safeguarding the health of our children and community.

WHAT: Measure AA updates Berkeley's existing tax on distributors of sugary drinks from one cent to two cents per ounce.

Unlike many tax measures on the ballot, Measure AA is not a parcel tax, a tax on homeowners or renters, or a tax on everyday purchases. It applies to distributors of sugary drinks sold in Berkeley.

Measure AA is expected to generate an estimated \$2.2 million annually and establishes clear rules on how funds may be allocated:

- 42.5% for Berkeley Unified School District nutrition and gardening programs.
- 42.5% for community-based nutrition education, health services and improved water access programs.
- 15% for administration, public oversight and annual reporting.

WHY: **Building on a Proven Investment**

For more than a decade, Berkeley's Sugary Drink Distributor Tax has helped support school gardens, nutrition education, health services and programs that improve access to water.

Measure AA updates the existing tax so these investments can continue to serve Berkeley families and communities while keeping pace with rising costs.

Keeping Pace with Rising Costs

When Berkeley voters first approved the tax in 2014, one cent per ounce funded significantly more services than it does today. Because inflation has increased the cost of nutrition, health and education programs, Measure AA updates the tax to help preserve funding for programs Berkeley residents have already supported and benefited from.

Recent reductions in federal nutrition and health funding have placed additional pressure on local programs, making community-based investments even more important.

The increase from one cent to two cents per ounce will allow Berkeley to continue to fund critical programs that support the health of the community. It allows the community to fight Big Soda's predatory marketing practices and reverse many of the detrimental health impacts caused by sugary drinks.

Supporting Better Health

According to the American Heart Association, sugary drinks, including soda, energy drinks, sports drinks and other beverages with added sugar remain the largest source of added sugar in the American diet and contribute to serious health problems including heart disease, Type 2 diabetes and tooth decay. Big Soda aggressively markets these products, often with exaggerated promises of enhanced energy or health, and typically concentrates their promotions to children and populations experiencing health disparities.

Measure AA supports programs that help improve nutrition, increase access to healthy food options and expand health education throughout the city.

WHEN: Measure AA will appear on the November 3, 2026 Berkeley ballot. If approved by more than 50% of voters, the measure will take effect 10 days after election certification, with tax collection starting April 1, 2027.

WHERE: The Sugary Drink Distributor Tax applies to distributors of sugary drinks sold within the City of Berkeley. Small Berkeley businesses are exempt.

For more information, visit: www.BerkeleyVsBigSoda.org

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