



May 23, 2018

To Palo Alto City Council

We are writing on behalf of the Palo Alto Council of PTAs (PTAC). PTAC works with the district staff, the Board of Education, community partners and the PTAs at the 17 schools to support the students and families of the Palo Alto Unified School District and to improve the education, health and welfare of all children and youth. The Palo Alto PTA Council requests that a sugar sweetened beverage tax be placed on the Palo Alto city ballot in the fall of 2018.

Scientific evidence has shown that sugary drinks harm our children's health, contributing to rising rates of dental caries, obesity, heart disease, diabetes and liver disease. Sugary drinks have no nutritional value but yet represent almost half the added sugar we consume. When sugar enters the body in liquid form, the body suffers a deluge of sugar into the bloodstream and overwhelms the body's natural ability to process it.

Taxes on sugary drinks discourage consumption due to higher prices. It increases awareness of the issues of consuming sugary drinks. Significant revenue is expected to be raised through this tax that will help our schools and other programs which help populations suffering from related diseases.

PTAC supports initiatives like these that encourage healthy choices and create a healthy environment for our children. We believe that this tax will help children make healthy choices that will enhance learning and their growth and support PAUSD with much needed revenue.

We thank you for your cooperation and support.

Sincerely,



Audrey Gold
PTA Council President, 2016-18
<http://ptac.paloaloto.org>

cc: Board of Education
Interim Superintendent Karen Hendricks
Dr. Kenneth Horowitz

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Palo Alto Council of PTAs (PTAC) is the umbrella organization representing the 17 unit PTAs of the Palo Alto Unified School District.