

Infrastructure Subcommittee (draft as of 1.6.2020)

The mission of the Infrastructure Subcommittee is to ensure needed staffing and resources are in place to support the functioning, administrative, and evaluation needs of the Committee and Subcommittees.

The duties of this subcommittee are to:

1. Provide recommendations regarding the infrastructure resources needed to support implementation of the SDDT which includes infrastructure to:
 - a. Provide administrative and operational support to the Committee and its Subcommittees
 - b. Support coordination across City departments and funded agencies.
 - c. Ensure community engagement so that Committee recommendations are developed and implemented in partnership with community
 - d. Track the economic impact of the tax on small businesses and larger corporations
 - e. Support evaluation of funded City agencies and programs
 - f. Support the creation of an annual report
 - g. Support CBOs and FBOs to respond to City RFPs related to SDDT funds
 - h. Help merchants comply with the tax
2. Ensure the full Committee is updated regularly on the progress of implementation and has opportunities to provide input as needed
3. Provide guidance/recommendations in the Committee's media relationships/communications, ensuring alignment and consistency of messaging
4. Provide regional representation with other cities with sugary beverage taxes, regularly reporting back to Subcommittee and full Committee
5. Contextualize the work of the Committee within City Department systems and processes

The following members of the Committee were active members of the Infrastructure Subcommittee during the development of this report:

Michelle Kim, (Seat 13 - Department of Children, Youth & Their Families), chair of Infrastructure Subcommittee, September 2019-present)

Derik Aoki (Seat 16, Children 0-5 Years Old)

Linda Barnard, (Seat 14, Recreation and Parks Department)

Rita Nguyen (Seat 10 - Department of Public Health, Chronic Disease), chair of infrastructure subcommittee March 2019-August 2019

Jorge Rivas (Seat 7, Office of Economic and Workforce Development), resigned as of December 18, 2019

Roberto Vargas, (Seat 4 - Research/Medical Institution), as of August 6, 2019

Since the release of the last year's annual report, the subcommittee met monthly between March 2019-February 2019 for approximately 2 hours each.

1. March 6, 2019
2. April 3, 2019
3. May 7, 2019
4. June 4, 2019
5. July 2, 2019
6. August 6, 2019
7. October 1, 2019

8. November 5, 2019
9. December 3, 2019
10. January 7, 2020
11. February 4, 2019

Topics for these meetings consist of the following:

- (1) reevaluating committee membership including minimum number of members and change of chairs;
- (2) recommendations for funded agency report backs to SDDTAC; including timeline and proposed questionnaire
- (3) recommendations on media campaign budget and workplan;
- (4) discussed and developed an accountability framework to document the level of community engagement of each SDDTAC representative based on the interests of their constituencies;
- (5) recommendations on strategic planning consultant selection and planning process, including budget, workplan, and working with consultants to create a strategic plan document
- (6) the Infrastructure Subcommittee has also dedicated time to prepare for the March 2020 report by reviewing FY 20-21 and FY 21-22 funding recommendations.

In addition, Subcommittee members have spent additional time outside of the Infrastructure Subcommittee to check-in with DPH regarding infrastructure needs, participate in regional media campaign meetings with other cities with sugary drink taxes, provided input in the strategic planning process, and provide input on branding and a media campaign geared toward retailers.

Future Considerations for Infrastructure Subcommittee

In general, existing data sources for 1) beverage prices, 2) consumer purchasing behavior, and 3) public health (particularly diet-sensitive chronic disease which the Committee is particularly interested in given the impact of sugary beverages on these conditions) are not robust. It can be difficult to recognize changes in nutrition, food security, physical activity, and diet-sensitive chronic disease. Thus the Committee has made recommendations to support data and evaluation infrastructure to better understand the impact of the SDDT especially on the communities most affected by the impact of sugary beverages. In addition, infrastructure subcommittee will ensure the completed versions of strategic plan is incorporated in future work plans.