Sugary Drinks Distributor Tax Advisory Committee
Infrastructure Subcommittee
MINUTES
February 2, 2021 – 2:00PM
Join Online Via Zoom
https://sfdph.zoom.us/j/95788949256?pwd=TkdjdUxQeWI5Qko0UVJIYzNmQTQyQT09
Meeting ID: 957 8894 9256 Passcode: 851890
Join via mobile: +1(669) 900- 6833

*Please note that public comment will be held after every agenda item. If a member of the public would like to comment on a topic that is not on the agenda, they may do so during general public comment at the start of the meeting. Please see the Notes section of this document for additional information.

Order of Business:
1. Call to Order / Roll Call [discussion and action] Meeting called to order at: 2:04pm
   Present: Michelle Kim, Larry McClendon, Linda Barnard
   Absent: Derik Aoki, Rita Nguyen
2. Approval of January Meeting Minutes [discussion and action]
   Typos: page 2, “bringing” and “refrigeration”
   Page 3 – based on Michelle notes that “Larry” will introduce working group report to SDDTAC with support from Michelle.
   Michelle motions to approve minutes with edits. Larry seconds. Minutes are approved.
3. Approval of Agenda- [discussion and action]
   Linda motions to approve agenda. Michelle seconds. Agenda is approved.
4. General Public Comment – No Public Comment
5. House Keeping [discussion and possible action]
   Staff is following up with BOS staff to identify how many SDDTAC applications have been received for seats 1-5, 15-16. Staff has also reached out to city department directors to either continue city representative seats or replace, awaiting to hear back from DPH and RPD.
6. Annual Report [discussion and possible action]
   a. Subcommittee Annual Report
   Michelle shares the summary of work of the Infrastructure Committee to include in the annual report. The past year the subcommittee’s work and duties has been the same and have updated the community seats. Member asked whether or not to acknowledge that Rita has been activated to do COVID work. Members
agreed to do so as it indicates she was assigned to do important work. Michelle summarized that subcommittee discussed and agreed the bulk of discussions related to emerging needs due to COVID 19 were food security, small business needs (from economic mitigation report), mental health and violence prevention. Future considerations section would stay the same to continue exploring COVID related concerns.

Larry motions to approve infrastructure subcommittee section process of the annual report submission. Linda seconds. Infrastructure subcommittee section of annual report is approved.

b. Subcommittee FY21-22 and FY22-23 Budget Recommendations

Members shared that at the last full committee meeting, members did not feel comfortable in making budget recommendations and suggested to discuss at subcommittee meetings. Mental health is still on the table. Staff shared that expenditures from SDDT funded city agencies are expecting to spend down funds by the end of the fiscal year. SFUSD has spent $450K dollars and intends to spend down its funding to fund staffing for the first 3 months of the fiscal year. OEWD expected to be spend $150K by the end of the fiscal year. SVIP program expenditures has not been provided. Linda shared that staff are being posted at parks since no transportation is available currently. Staff will follow up to get final numbers from RPD. Staff shares that the numbers for the food access line have been encumbered into contracts and have been spent down. CBO grants has been spent and expected to spend down at the end of the fiscal year. Infrastructure line supports staffing positions (epidemiologist, grants manager, evaluation contract and some funds for city attorney which will more than likely tap into to support policy change for youth seat amendment). Oral health expended $160K to date and will be expended down by end of fiscal year. Oral health sealant $350K allocation, awaiting to hear back from Irene. Member suggested to ask if funds haven’t been spent, can the funds be carried over. Member shared that the carry forward process will more than likely receive more scrutiny and should be spent down. Staff shares that the expected budget for FY 21-22 is $9.5Mil and FY 22-23 $10.9Mil, which possibly may be lowered based on projections from controller’s office in March.

Members agreed to discuss their budget recommendations and to include their intent in the descriptions. Members agreed to add verbiage to all descriptions “incorporating mental health access and support in all SDDT funded programs and initiatives”. Larry motions to approve additional language and to approve budget line items. Linda seconds. Motion is approved.

Members discuss budget recommendations with FY 21-22 projected amount of $9.5Mi. Member expresses the uncertainty of funding water access due to COVID and there is so many unknowns, working group from PUC is working on it. SFUSD reopening is not finalized as of yet, DCYF will continue to operate its community learning hubs in the fall and possibly services at school sites may be reduced since it may not be at full capacity.

Member reminded members as they decide on budget recommendations to be mindful of the communities we represent and what our values are of the committee and to identify line items that might not be as important due to COVID 19 or not be able to spend down at this time. Member expresses the fact that since all categories are of need, it is difficult to make cuts. Members agreed to making cuts on the water access public spaces line due to public access throughout D10 and any savings since schools are closed but would like to get more clarity at full committee meeting with other members. Member expressed that the projected revenue is much lower this time around possibly due to restaurant and tourism. Member expressed the need to compromise on budget recommendations and to identify which categories that do not need funding from SDDT. Infrastructure subcommittee agreed to the following FY 21-22 budget
recommendations:
- Community Based Grants: $3,100,000 [Health Edu, Food Security...$2,800,000; CBOs with SFUSD $300K]
- SFUSD: $1,500,000 [School Food Nutrition $1Mil; $500K Student Led Action]
- Food Access: $1,150,000 [Healthy Food Purchasing Supplement $1Mil; Healthy Retail $150K]
- Oral Health: $100,000 [Taskforces $450K; School Based Sealants $300K; School Based Case Management $150K]
- Water Access $0
- SF Recreation & Parks $1,875,000 [Peace Parks $650K; SVIP $225K; Requity $1Mil]
- Breastfeeding: $175K
- Infrastructure: $800K

7. Discuss possible agenda items for March 2, 2021 Meeting [discussion and possible action]
- Discuss possible alternative meeting date/time
- Debrief discussions from SDDTAC meeting
- Review annual report submission

8. Public Comment – No Public Comment

9. Adjourn
Linda motions to adjourn. Larry seconds. Meeting is adjourned at 4:07pm.

General Public Comment: At this time, members of the public may address the SDDTAC Advisory Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee but do not appear on the agenda.

With respect to agenda items, the public will be given an opportunity to address the Committee when the item is reached in the meeting. Each member of the public may address the Committee for up to three minutes.

The Brown Act forbids a Committee from taking action or discussing any item not appearing on the posted agenda, including those items raised at Public Comment. In response to public comment on an item that is not on the agenda, the Committee is limited to:
- Briefly responding to statements made or questions posed by members of the public, or
- Requesting staff to report back on a matter at a subsequent meeting, or
- Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a).)

Each action item will hold public comment before a vote is made.

Explanatory documents are available at the 25 Van Ness Ave, Suite 500 during regular business hours. If any materials related to an item on this agenda have been distributed to the SDDTAC after distribution of the agenda packet, those materials are available for public inspection at the address above during normal business hours.

RINGING AND THE USE OF CELLPHONES
The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting room of any
person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683, 415-554-7724 (Office); 415-554-7854 (Fax), E-mail: SOTF@sfgov.org

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City’s website at [www.sfgov.org](http://www.sfgov.org). Copies of explanatory documents are available to the public online at [http://www.sfbos.org/sunshine](http://www.sfbos.org/sunshine) or, upon request to the Commission Secretary, at the above address or phone number.

**LANGUAGE ACCESS**

Per the Language Access Ordinance (Chapter 91 of the San Francisco Administrative Code), Chinese, Spanish and or Filipino (Tagalog) interpreters will be available upon requests. Meeting Minutes may be translated, if requested, after they have been adopted by the Family Violence Council/Mayor’s Task Force on Anti-Human Trafficking. Assistance in additional languages may be honored whenever possible. To request assistance with these services please contact the Minouche Kandel 415-252-3203, or minouche.kandel@sfgov.org at least 48 hours in advance of the meeting. Late requests will be honored if possible.

**DISABILITY ACCESS**

Family Violence Council meetings are held in room 617 at 400 McAllister Street in San Francisco. This building is accessible to persons using wheelchairs and other assistive mobility devices.

Mayor’s Task Force on Anti-Human Trafficking meetings are held in Room 305 at City Hall, 1 Dr. Carlton B. Goodlett Place in San Francisco. City Hall is accessible to persons using wheelchairs and other assistive mobility devices. Ramps are available at the Grove, Van Ness and McAllister entrances.

Assistive listening devices, American Sign Language interpreters, readers, large print agendas or other accommodations are available upon request. Please make your requests for accommodations to Minouche Kandel (415) 252-3203, or minouche.kandel@sfgov.org. Requesting accommodations at least 72 hours prior to the meeting will help to ensure availability.

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Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, (415) 252-3100, FAX (415) 252-3112, website: sfgov.org/ethics.

**Comparison between SDDTAC Recommendations and Mayor’s Allocations FY 19-20**
Community-Based Grants: Funding to issue grants to CBOs for programs and services in the following areas (1) Health Education, (2) Physical Activity, (3) Food Access, and (4) a Media/Awareness Campaign.

School Food, Nutrition Education, student-led action: Funding to (1) improve the quality of school meals, (2) support nutrition education, and (3) support student-led efforts to decrease consumption of SSBs and increase awareness around students.

Food Access: Healthy Food Purchasing Supplement

Healthy Retail: Will provide Healthy Store makeovers to 2 additional stores and continue ongoing providing support to 10 stores.

Oral Health school-based: Funding to support oral health in schools, including the cost of sealants.

Oral Health: Funding for Community Task Forces

Infrastructure: To fund a contract through DPH for facilitation and strategic support for the SDDTAC. Will also support research needs, including purchasing of data, and costs at DPH related to the administration of CBO grant program.

Water Access: One-time for the installation of water refilling stations in schools. Also can be used to purchase refillable water bottles for students.
### SDDTAC Recommendations FY19-20 and 20-21

<table>
<thead>
<tr>
<th>Department</th>
<th>FY19-20</th>
<th>FY20-21</th>
<th>%</th>
<th>Department</th>
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<tbody>
<tr>
<td><strong>COMMUNITY-BASED GRANTS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Health education, food security, physical activity</td>
<td>$3,260,000</td>
<td>$3,260,000</td>
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<td>DPH/CHEP</td>
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<td>CBOs working with SFUSD</td>
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<td>DPH/CHEP</td>
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<td>Media</td>
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<td>DPH/CHEP</td>
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<tr>
<td>Community engagement</td>
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<td>$50,000</td>
<td></td>
<td>DPH/CHEP</td>
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<td><strong>TOTAL COMMUNITY BASED GRANTS</strong></td>
<td>$4,290,000</td>
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<td><strong>SFUSD</strong></td>
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<tr>
<td>School Food, Nutrition Ed</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
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<td>SFUSD via DCYF</td>
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<tr>
<td>Student Led Action</td>
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<td>SFUSD via DCYF</td>
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<td><strong>TOTAL SFUSD</strong></td>
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<td><strong>FOOD ACCESS</strong></td>
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<td>Healthy Food Purchasing Supplement</td>
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<td>Healthy Retail</td>
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<td>OEWD</td>
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<td>DPH/MCAH</td>
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<td>School-based sealant application</td>
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<td>DPH/SF Health Network</td>
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<td>School-based education and case management</td>
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<td>SFUSD via DCYF</td>
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<td>DPH Infrastructure</td>
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<td>DPH/CHEP</td>
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<td>DPH/CHEP</td>
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<td><strong>WATER ACCESS</strong></td>
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<tr>
<td>Water Access - SFUSD</td>
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<td>$340,000</td>
<td></td>
<td>PUC via RPD/DPW?</td>
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<tr>
<td>Water Access - Public Spaces</td>
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<td>$ -</td>
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<td>PUC via RPD</td>
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<td>$340,000</td>
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<td>SF Recreation &amp; Parks</td>
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<td>$520,000</td>
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<td>HOPE SF Chronic Disease Equity</td>
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<td><strong>Total Proposed</strong></td>
<td>$10,400,000</td>
<td>$10,400,000</td>
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</table>

### Budget Descriptions

| **COMMUNITY-BASED GRANTS** | City Departments should contract directly with CBOs through an RFP process managed through the Community Health Equity and Promotion (CHEP) Branch of the Department of Public Health. CBG should |
| Health education, food security, physical activity | support community-based programs and services that address the health inequities of those most targeted by the beverage industry. Funding should go to Community Based Organizations (CBOs) and Faith Based Organizations (FBOs) for the following strategies:
1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health
2. Physical Activity opportunities, including: a) Dance and movement, sports, yoga, walking groups, biking, etc.; b) Efforts to influence changes to the built environment (ie sidewalks, streets, parks, buildings, etc) or safety of the built environment that facilitates increased physical activity and walking and biking for utilitarian trips, sometimes referred to as active transportation; and c) pursuit of institutional or local policies that facilitate physical activity and active transportation (such as adequate PE time and instructors, commuter benefits for active transportation, etc)
3. Healthy Eating/Food Security*, including: a) Community-based pantries, community-based hot meals, community kitchens and community home delivery services; b) Increased financial resources (i.e. wages, income, government nutrition supplements, vouchers, etc.); c) Changes to the built environment that facilitate food security; and d) Pursuit of institutional or local policies that facilitate food security.
4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing
5. Community Based Participatory Research

| CBOs working with SFUSD | 7% of all CBO funding (eg 7% of approximately $4.3 million) should go towards CBOs implementing programs/initiatives that take place in school settings. Funding to issue grants to CBOs should follow the guidelines above.

| Media | To develop and implement a media campaign focused on the impact of the SDDT with an emphasis on grassroots, community-led storytelling. Community Based Participatory Principles will be utilized in the development of the storytelling campaign, with CBOs funded to co-develop the campaign with a contracted media agency. The funds should support both a local and regional media campaigns. The regional campaign should be in coordination with other jurisdictions with similar sugary beverage taxes to leverage resources and augment the intended goals of the SDDTAC. A portion of the local media campaigns must include a merchant education component. A smaller proportion of the funds (to be determined by the Department of Public Health and any contracted entities) may support media/communications campaigns that highlight the health harms of sugary beverage intake and encourage tap water consumption. A portion of the funds must include merchant education. The local campaign must include merchant education component. DPH/CHEP will contract with media agency, and oversee the campaign progress, with guidance from the Community Input Subcommittee on the local and regional community-led story telling campaigns and guidance from the Infrastructure Subcommittee on the merchant focused campaign.

| Community engagement | Community engagement activities (ex. community conveners, focus groups, town halls, attending existing community meetings, etc.) to ensure that meaningful community engagement opportunities are fully integrated throughout the work of the SDDTAC, so that impacted populations can inform the decisions of the full committee.

| SFUSD | To improve the quality and appeal of school meals and support nutrition education to increase participation in school meal programs (for example: cooking and serving equipment, staff professional development, and innovative procurement and menu strategies to increase freshly prepared food). Funding will target schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry.

| School Food, Nutrition Ed | Support student led efforts to decrease consumption of sugary drinks and increase awareness of sugary drinks consumption among students, with focus on schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry. SFUSD should provide to SDDTAC a proposal of how funding will be spent through student led action.

| Student Led Action | Support programs that increase financial resources to purchase healthy food such as vouchers and food purchasing incentives. This investment is meant to support both the communities most impacted by the health consequences of sugary beverage consumption and to support the local economy including local merchants. These funds should be RFPed out to CBOs and FBOs according to the Community Based Grants guidelines.

| FOOD ACCESS |
| Healthy Retail | Supporting small business to increase healthy food access in high risk and impacted communities and neighborhoods by: 1) supporting business operations; 2) promoting community engagement; and 3) improving the retail environment. |

| ORAL HEALTH | Community task forces | Support development of community infrastructure such as oral health community task forces that incorporate diverse stakeholders for outreach, education, and interventions to address the oral health needs of children in high risk populations. |

| School-based sealant application | Support school-based and school-linked preventive oral health programs within SFUSD schools serving high risk target populations. This should also support SFUSD dedicated oral health staffing. |

| INFRASTRUCTURE | DPH Infrastructure | A. Personnel  
1) Backbone staffing to support SDDTAC a. A program manager to provide backbone staffing to the SDDTAC, including: i) Staffing full committee and 3 subcommittees in compliance with Sunshine and Brown Acts; ii) Coordinating among city agencies and funded CBOs to promote collective impact; iii) Help guide vision and strategy of SDDTAC, support aligned activities; manage SDDTAC work and timeline; and iv) Working with evaluation team to establish shared measurement practices b. As necessary, manage citywide/soda tax impact media c. Develop/Compile and Manage completion of SDDTAC Annual Report d. Manage SDDTAC biennial nominations process  
2) Staffing to support DPH SDDT implementation of community based grants a. Manage work of contractors, including: i) develop and implement CBO RFP process; ii) provide technical assistance for CBOs and merchants; iii) promote collective impact in coordination with SDDTAC backbone staff and City Agencies; and iv) work with evaluator and SDDTAC backbone staff to develop and implement evaluation plan and evaluation technical assistance.  
3) Staffing to support research and evaluation of SDDT impact, including data purchases as necessary a. At least 1.0 FTE epidemiologist; b. Support data analysis for annual report; c. Manage data purchases; d. participate in development and implementation of SDDT evaluation  
B. Professional services including: i) technical assistance for funded CBO and FBO; ii) evaluation - to implement evaluation framework and evaluate funded city agencies, CBO and FBO, and process evaluations from applicants, and provide evaluation technical assistance; iii) city attorney to provide ongoing technical consultation  
C. Materials/Supplies for meetings and printing costs  
D. Training to support staff development  
E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI) |

| Strategic planning | Strategic planning consultant to facilitate the SDDTAC in creating a strategic plan to guide the work. The development of this plan should be informed by multiple guiding principles to at least include: the 10 essential public health services, community input regarding its priorities and needs, lessons learned and best practices from other jurisdictions that have implemented similar taxes. The strategic planning process should address, among other aspects, the near and long term strategic goals of the SDDTAC; the role of CBOs, FBOs, and city agencies in achieving this vision; how the SDDTAC’s goals fit within the context of city-wide coalitions with similarly aligned goals |

| Evaluation | Additional funds for evaluation may:  
a. support community based participatory research (ex. street intercept, merchant interview, focus groups)  
b. develop a system to collect data  
c. expand technical assistance  
d. conduct more qualitative evaluation that can help develop stories that describe impact of tax |

| WATER ACCESS |
To install hydration stations at low income schools serving students with health disparities (ex. Bayview, Chinatown, Mission), to elevate the schools to the Silver or Gold standard for hydration stations (i.e. one on each floor, centrally located, and conduct water education). Funds may support purchase of Spa Water Supplies, station maintenance and beautification, refillable water bottles to distribute to students, water testing.

To install or upgrade existing hydration station(s) in public spaces that target high-risk populations that are disproportionately targeted by the sugary drink industry (community identified public spaces). This funding should support high-quality, visually appealing, stations that can serve as a highlighted example of the potential for hydration stations. This can include beautifying and optimizing current station(s) or creating new one(s).

To support staffing and supplies, including healthy food, for Peace Parks programs in target populations

To fund services to public housing residents in the HopeSF sites. Public housing is a known risk factor for diet sensitive health disparities. The concentrated poverty and resource isolation intensify the impact of race and poverty. This funding will be used to support resident peers, trained as community health workers, to provide health education, chronic disease self-care programs, and linkages to care. Each of the 4 sites will have two full time peer community health workers who will provide a variety of programming. The funding supports both wages and some program expenses.

Funding should support programs and services that increase financial resources to purchase healthy food; access to healthy fruits and vegetables while minimizing processed foods for high-risk communities; foods that are affordable and convenient; and programs that support the consumption of healthy foods including the ability to prepare and store meals and the knowledge of basic nutrition, food safety and cooking. Priority programs should incorporate a community-based food security perspective and have demonstrated increased ability of food insecure residents to purchase, access, and consume consumption of healthy, fresh, low-to-no cost and culturally appropriate foods, including but not limited to food vouchers/incentives, transportation and delivery and prepared foods.

**ONGOING ADDBACKS FROM FY 2017-2018**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>DEPARTMENT</th>
<th>DESCRIPTION</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Security – Healthy Food Purchasing Supplement</td>
<td>DPH</td>
<td>Maintain current service levels: Vouchers and education to increase consumption and access to nutritious foods by increasing the ability of low income residents to purchase fruits and vegetables at neighborhood vendors and farmers’ markets in collaboration with DPH Healthy Retail Program.</td>
<td>50,000</td>
</tr>
<tr>
<td>Healthy Corner Store Retail</td>
<td>ECN</td>
<td>Promoting corner stores and markets to sell healthy products as opposed to sugary beverages, etc.</td>
<td>60,000</td>
</tr>
<tr>
<td>Food Security – Home Delivered Meals (HDM)</td>
<td>HSA</td>
<td>Address current waitlist: Delivery of nutritious meals, a daily-safety check/friendly interaction to homebound seniors/adults with disabilities who cannot shop or prepare meals themselves. Many providers offer home assessments/nutrition education/counseling.</td>
<td>477,000</td>
</tr>
<tr>
<td>Food Security – Congregate Lunch Meals</td>
<td>HSA</td>
<td>Address current waitlist: Daily, hot, nutritious meals for seniors/adults with disabilities</td>
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<tr>
<td>Senior Fitness</td>
<td>HSA</td>
<td>Senior fitness programming at IT Bookman and George Davis</td>
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<td>Congregate Meal Program</td>
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<td>Congregate Meal Program A</td>
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<tr>
<td>Congregate Meal Program</td>
<td>HSA</td>
<td>Congregate Meal Program B</td>
<td>75,000</td>
</tr>
</tbody>
</table>

**TOTAL** | **1,157,000**

*The Board of Supervisor’s made a series of addbacks in the FY 17-18 budget. When the Board of Supervisors makes changes to the Mayor’s budget, some of these changes are “addbacks” denoting the Board’s decision to add funds back for a particular service. Addbacks become part of an agency’s baseline budget.*