Sugary Drinks Distributor Tax Advisory Committee
Community Input Subcommittee

Minutes
Wednesday July 10, 2019
4:30PM-6:00PM
By phone: 563-999-2090; 236527# and at the following location:
Tenderloin Neighborhood Development Corporation 210 Golden Gate Avenue-Conference Room

* 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 about public comment.

Order of Business:

1. **Call to Order / Roll Call** [discussion and action] 2 min.
   Meeting called to order at 4:37pm, by Janna Cordeiro for Vanessa Bohm
   Present: John Maa, Janna Cordeiro, Shelley Dyer, Lauren Heumann and Joi Jackson-Morgan and Vanessa Bohm by phone

2. **Approval of June Meeting Minutes** [discussion and action] 2 min.
   Shelley Moves to approve notes. Lauren Seconds. Motion passes unanimously

3. **Approval of Agenda** [discussion and action] 1 min.
   Skip item 6 involving harder until they can be here.
   Janna moves to make changes. Shelley seconds. Motion passes unanimously

4. **General Public Comment** 10 min. NONE

5. **House Keeping** [discussion and possible action] 5 min.
   a) SDDTAC Full Committee Meeting is August 21 at 25 Van Ness – July meeting recess
   b) Subcommittee updates:
      Data & Evidence: Rita presented what she expects for the accountability framework – item7
      Infrastructure: city survey data was reviewed, discussed as well as accountability framework; working to improve the evaluation process.
   c) Letter to BOS: update from Joi. Letter went out after BOS made decisions on budget. Some board members they would consider it and there are still some budget determinations to be made. Next budget meeting next week. Office of supervisors Walton and Fewer responded. With the letter, the SDDTAC went on record with what the committee wanted – and that is important. The Mayor’s Budget Office coming to August meeting; it’s a chance to see if there are opportunities to collaborate on the media and identify ways to bring those funds. Possible to id the role of media in changing behaviors and action. Justify the need to do it to push back.

SFDPH │ 101 Grove Street, Room 308, San Francisco, CA 94102
Staff to send letter to BOS to full committee; post it to the website.

In preparation for August meeting; good to let committee know mayor’s office will be at meeting.

Idea was to send a second letter to the Mayor perhaps in September.

6. RFP Process Evaluation [discussion and possible action] 15 min

a) Harder + Company updates. Theo Leeman and Diana McConnell

   RFP process update

   Where HC left off on RFP feedback- that it’s a two step evaluation. Step One a survey online – for all those that apply and those that may not have applied. Eval will help determine: who applied; did we get right people; was it easy; how can we improve in the future. Will send out the RFP process evaluation shortly after grant deadline.

   Currently: need input to get qualitative data. What does committee want to get? Affects how we want to sample/access those orgs. One way to get people would be to include a question if they want to participate in a FG. To learn more about what an ideal process would have been. Other ways/ could thru to reach other populations that weren’t represented.

   What do we want to get out of qualitative element?

   The pool of applicants different than expected b/c the RFP has organizational budget limitations. Maybe do more of a snowball sample. Can do some very specific outreach to reach to groups that aren’t responding to survey. Can look at prelim results and do some targeted phone outreach. Ask if there are other orgs that fit the description.

   At last Food Security Task Force there were 8 groups that said they would apply and would be willing to come to a focus group. In person may not be as different from the online survey. But a dialogue might bring out more information. (FSTF – Aug 7 either before or after). At Chicano, Latino, Indigena health equity group only one agency might be eligible. Could bring the paper surveys to the meeting and ask committee to fill out paper survey for those it makes sense for. At Health Equity Coalition also a good opportunity to put on agenda and have people fill it out. API coalition – Dr Maa went to meeting and most seem too large -NICOS is eligible to apply. Seemed priorities at API didn’t quite align.

   In online or paper version – helpful to have in different language? No – but add a question to eval as to whether language was a barrier.

   Incentives – may not be needed b/c incentive is to provide feedback on grant process to a funder/govt.

   SUPPORT and Small HCG applicants will be in the same survey.

   Harder to come back to CI with preliminary results

7. Framework for Accountability [discussion and possible action] 30 min.
a. CI draft accountability guidelines for SDDTAC members. CI subcommittee members to draft something for their seats based on agreed upon guidelines.

Questions to consider (from infrastructure com meeting):

- What is minimum expectation for each SDDTAC representative
- Who is their constituency, and
- How often should they be checking in with that constituency?

First = committee members will fill out tool from Rita, then SDDTAC / CI can review to ensure seats are meeting some kind of minimum standards

Staff to ask members to fill out tool that Rita developed. Staff to send tool to CI

8. Community Input Workplan [discussion and possible action] 20 min.

a) Reach out to community based organizations/nonprofits/faith based organizations (create a master list) to invite representatives to attend monthly subcommittee meetings, in addition to the full committee meetings.

- Agenda stated “Members should be updating the document on a continuous basis” Unclear if a document already exists. Don’t want people to come just to come just to come. Look at SDDTAC timeline document. Complete accountability framework. Then each seat will share Timeline document and their framework for accountability to their constituencies

b) Create a plan for the $50,000 community engagement if approved (RFP; showcase/poster presentations, town halls, listening sessions, avenues for community input etc.)

1. Staff present conceptualized showcase draft

Have 50k to do some kind of community engagement. A Showcase of grantees is one way to do this and share it with community/stakeholders. Need to start talking about what the soda tax is doing. Goal is 50K for this FY to call attention to work being done with all the soda tax dollars.

Have a welcome/overview and then a gallery walk/tabletops

Bring Berkeley in – share what they’ve learned – esp around media

What’s desired outcome: want to increase partnerships? Raise awareness? Mixer? Highlight SF stories? Point is to telling story to general public that voted for the tax. This can show that the city kept its promises. Original main purpose: be accountable to the communities most impacted by soda and soda industry. Not necessarily for the average voter. For the communities that advocated for tax. Tell them what happened with the tax. Goal is to reach media – to further tell the story to the general public.

Success of tax and to be accountable.
Would be a combo of orgs that have been doing it for a while like HSA and RPD and new grantees what they ARE GOING to do: announce new projects. Opportunity to network.

Garner media to inform broader public/voter and counter industry pushback.

The community coalitions and elected would be the core audience.

Could possibly honor key players in early soda tax work.

Possibly do a short video of some of a few grantees. Show video, have real live people. Then have a product that can be shared. Link to the awareness campaign that Civic Edge helping SDDTAC develop

For Com Based Grantees, maybe can be asked to include funds for evaluation or participation in showcase as part of the grant budget.

How would it be organized: by priority area probably ideal.

DPH needs to assess capacity to do the work and return next meeting with response.

9. August Community Input Subcommittee Meeting [discussion and action] 5 min.

   a) August 14th @ CARECEN, 3143 Mission St

10. Upcoming Meeting Agenda Items 5 min.
    Update: Preliminary results –
        - city survey
        - rfp process (who applied/how many)
    Concern about industry plans
    Debrief on 19-20 SDDT budget
        - how to engage around future recommendations
    Showcase – capacity of DPH
    Media Campaign – update
    Preparation for August xx Full Committee meeting

11. Adjournment Adjourn at 6:20

Shelley motions; John seconds. Motion passes unanimously.

Notes

PUBLIC COMMENT

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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.

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- 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).) 10.

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

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San Francisco, CA 94102-4683
電話號碼:415-554-7724 ; 傳真號碼415-554-5163
電子郵箱:SOTF@sfgov.org

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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683
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LOBBYIST ORDINANCE
### Comparison between SDDTAC Recommendations and Mayor’s Allocations

<table>
<thead>
<tr>
<th>Item</th>
<th>SDDTAC Recommended Amount</th>
<th>SDDTAC Recommended %</th>
<th>SDDTAC Recommended Agency</th>
<th>Mayor’s Budget</th>
<th>% of Mayor’s Budget</th>
<th>Mayor’s Proposed Agency</th>
<th>Variance</th>
<th>Description of intended purpose from Mayor’s Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community-Based grants</td>
<td>$4,880,000</td>
<td>45% (school-based)</td>
<td>DPH/OHP</td>
<td>$2,980,000</td>
<td>7%</td>
<td>DPH</td>
<td></td>
<td>Funding to issue grants to CHOs for programs and services in the following areas: (1) Health Education, (2) Physical Activity, (3) Food Access, and (4) Media/Awareness Campaign.</td>
</tr>
<tr>
<td>School Food, Nutrition,</td>
<td>$1,000,000</td>
<td>15%</td>
<td>SFUSD</td>
<td>$1,500,000</td>
<td>10%</td>
<td>SFUSD via DCHF</td>
<td>$0</td>
<td>Funding to (1) improve the quality of school meals, (2) support nutrition education, and (3) support student-led efforts to decrease consumption of SBMs and increase awareness among students.</td>
</tr>
<tr>
<td>Student Led Action</td>
<td>$500,000</td>
<td>15%</td>
<td>SFUSD</td>
<td></td>
<td></td>
<td>SFUSD via DCHF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Access</td>
<td>$1,000,000</td>
<td>9.4%</td>
<td>DPH</td>
<td>$1,095,000</td>
<td>10%</td>
<td>DPH</td>
<td>$15,000</td>
<td>Healthy Food Purchasing Supplement</td>
</tr>
<tr>
<td>Healthy Retail SF</td>
<td>$150,000</td>
<td>1.4%</td>
<td>OEWD</td>
<td>$150,000</td>
<td>1%</td>
<td>OEWD</td>
<td></td>
<td>Will provide Healthy Store makeovers to 2 additional stores and continue ongoing providing support to 10 stores.</td>
</tr>
<tr>
<td>Oral Health</td>
<td>$1,000,000</td>
<td>10.0% (5.5% school-based)</td>
<td>DPH</td>
<td>$550,000</td>
<td>5%</td>
<td>SFUSD via DCHF</td>
<td></td>
<td>Funding to support oral health in schools, including the cost of sealants.</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>$1,000,000</td>
<td>10%</td>
<td>DPH/OHP</td>
<td>$800,000</td>
<td>8%</td>
<td>DPH</td>
<td></td>
<td>Funding for Community Task Forces</td>
</tr>
<tr>
<td>Water Access - SFUSD</td>
<td>$300,000</td>
<td>4% (school-based)</td>
<td>SFUSD</td>
<td>$450,000</td>
<td>4%</td>
<td>SFUSD via DCHF</td>
<td></td>
<td>One-time for the installation of water refilling stations in schools. Also can be used to purchase refillable water bottles for students.</td>
</tr>
<tr>
<td>Water Access - Public Space</td>
<td>$125,000</td>
<td>1%</td>
<td>PUC/DPH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOPE SF Peer Enhancements</td>
<td>$50,000</td>
<td>N/A</td>
<td>N/A</td>
<td>$400,000</td>
<td>4%</td>
<td>DPH</td>
<td>$400,000</td>
<td>Fund training and peer wage increases.</td>
</tr>
</tbody>
</table>

**Total:** $10,480,000 100.0% $10,480,000
BACKGROUND

**Funded Projects (2017/18 funded projects)**
For the Fiscal Year 2017/2018 the projected revenue is $5.8 million, after the removal of mandated baseline spending. The Mayor and Board of Supervisor have allocated certain expenditures from this revenue for the following:

<table>
<thead>
<tr>
<th>FY 17-18 Funding ($/millions)</th>
<th>FY 16-19 Funding ($/millions)</th>
<th>Description/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue (Sources)</td>
<td>5.8</td>
<td></td>
</tr>
<tr>
<td>Expenditures (Uses)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DFH - Community Health Equity &amp; Promotion Branch</td>
<td>2.3</td>
<td>Includes funding for the Black/African American Wellness and Peer Leadership (BAAWFL) program, healthy eating &amp; active living programming, active transportation and pedestrian safety program, as well as the Sunday streets program.</td>
</tr>
<tr>
<td>Peace Parks &amp; Peace Hoops</td>
<td>0.5</td>
<td>Pilot funding for Peace Parks Initiative.</td>
</tr>
<tr>
<td>Home Delivered Meals</td>
<td>0.5</td>
<td>Increased funding for nutritional supports for low-income, disabled, and senior residents.</td>
</tr>
<tr>
<td>Healthy Addbacks</td>
<td>2.3</td>
<td>1.2</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>5.6</td>
<td>1.2</td>
</tr>
<tr>
<td>Uncommitted Sources Available</td>
<td>0.2</td>
<td>10.4</td>
</tr>
</tbody>
</table>

After the allocation of these funds by the Mayor and Board of Supervisors, $200,000 uncommitted revenue was available. The SDDTAC recommendations for expenditure of those funds is in the "Advisory Committee Recommendations" section.

For the Fiscal Year 2018/2019 the projected revenue is $11.6 million after the removal of mandated baseline spending. The Board of Supervisors have allocated $1.2 million of the projected revenue for Healthy Addbacks. After the removal of this allocated amount, there are $10.4 million of uncommitted revenue for the rest of that fiscal year.

**Addback Funded with SDDT Fiscal Years 17/18 & 18/19**

<table>
<thead>
<tr>
<th>Program</th>
<th>Department</th>
<th>Description</th>
<th>FY 17-18</th>
<th>FY 18-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Violence Services</td>
<td>WOM</td>
<td>Direct services, training and assistance to improve San Francisco child abuse prevention and intervention services building upon existing Family Resource Centers Initiative</td>
<td>500,000</td>
<td></td>
</tr>
<tr>
<td>Food Security - Congregate Lunch Meals</td>
<td>HSA</td>
<td>Address current waiting: Daily, hot, nutritious meals for seniors/edulets with disabilities</td>
<td>220,000</td>
<td>220,000</td>
</tr>
</tbody>
</table>
### BACKGROUND

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Agency</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain current service levels: vouchers and education to increase consumption and</td>
<td>DPH</td>
<td>Address current needs: delivery of nutritious meals, a daily safety-check</td>
<td>50,000</td>
</tr>
<tr>
<td>access to nutritious foods by increasing the ability of low-income residents to</td>
<td></td>
<td>friendly interaction to homebound seniors/adults with disabilities who</td>
<td>50,000</td>
</tr>
<tr>
<td>purchase fruits and vegetables at neighborhood vendors and farmers’ markets in</td>
<td></td>
<td>cannot shop or prepare meals themselves. Many providers offer home assessment/</td>
<td></td>
</tr>
<tr>
<td>collaboration with DPH healthy Retail Program.</td>
<td></td>
<td>nutrition education/counseling.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HSA</td>
<td>Address current needs: delivery of nutritious meals, a daily safety-check</td>
<td>477,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>friendly interaction to homebound seniors/adults with disabilities who</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>cannot shop or prepare meals themselves. Many providers offer home assessment/</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>nutrition education/counseling.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HCN</td>
<td>Promoting corner stores and markets to sell healthy products as opposed to</td>
<td>60,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>sugary beverages, etc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ECN</td>
<td>Funding to support Medical Assisting and Hospitality Training</td>
<td>150,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New women’s health in the workplace outreach coordinator to conduct outreach</td>
<td>80,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>to businesses and provide trainings on women’s health issues</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DAS</td>
<td>Renovation and upgrades for a food pantry that serves residents on Ocean</td>
<td>25,000</td>
</tr>
<tr>
<td>Upgrading services for a food pantry in Inglewood/Ocean Avenue</td>
<td></td>
<td>Avenue and Ingleside neighborhood</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DPH</td>
<td>Bilingual Spanish speaking Peer Health Navigator to conduct psycho-social</td>
<td>65,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>training and individualized support sessions with Day Laborers in the</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mission</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ECN</td>
<td>Marketing campaign for Bayview merchant corridor</td>
<td>20,000</td>
</tr>
<tr>
<td></td>
<td>MOH</td>
<td>Mental health and trauma counseling services at Vis Valley Elementary</td>
<td>50,000</td>
</tr>
<tr>
<td></td>
<td>ADM</td>
<td>Enhancement of existing programming, including free training for residents</td>
<td>25,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>and non-profits</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HSA</td>
<td>Senior fitness programming at IT Bookman and George Davis</td>
<td>200,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Development and marketing of Third Street corridor</td>
<td>75,000</td>
</tr>
<tr>
<td></td>
<td>ECN</td>
<td>Congregate Meal Program A</td>
<td>75,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Congregate Meal Program B</td>
<td>75,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.5 FTE to serve Outer Mission and Broad Randolph business development</td>
<td>115,000</td>
</tr>
</tbody>
</table>

**Total Cost:** $2,262,000

$1,237,000