San Francisco Department of Public Health
Dr. Grant Colfax
Director of Health

Sugary Drinks Distributor Tax Advisory Committee
Community Input Subcommittee

Minutes
Friday April 19th, 2019
1:00 PM-3:00PM
By phone: 563-999-2090; 236527# and at the following locations: CARECEN Kali Kiin office located at 3143 Mission Street

* 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]
   Vanessa called the meeting to order at 1:13pm. Present: Janna Cordeiro, Vanessa Bohm, John Maa, Michelle Kirian, Diana McDonnell

2. Approval of March Meeting Minutes [discussion and action]
   [Discussion]
   a. Janna motioned to approve minutes with the following edits:
      i. Incorporate the discussion about presenting a sample format for accountability at the full SDDTAC meeting in March as a model for all SDDTAC members.
      ii. Member noted typo on page 3 second paragraph.
   [Action] Janna motioned to approve March minutes. Vanessa seconded. All were in favor. The minutes were approved with edits.

3. Approval of Agenda- [discussion and action]
   [Discussion]
   Members suggested moving agenda item 7 after General Public Comment since Diana from Harder and Co. was on the phone.
   [Action] Janna motioned to approve agenda with this change. Vanessa seconded. All were in favor. The agenda was approved.

4. General Public Comment
   [Discussion] There are no members for the public present at the meeting.
5. Community Input Engagement Sessions - RFP Feedback

a. The Community Input Subcommittee’s goal for these community engagement sessions is to get direct feedback from the community on the RFP process and evaluate whether the community feedback from focus groups, town halls, public comment was reflected in the RFP.

b. Members would like to map the programs/organizations that will be funded and the populations that they serve. Harder + Company staff noted that this would be easy to add to the RFP.

c. Harder + Company proposed a two-step process to gather feedback: survey + forum/focus group/attend existing Coalition/community meetings. Harder + Company will develop an anonymous survey for applicants/those interested in applying for funds and manage the feedback process. The subcommittee is willing to help in their effort. The survey should include the details for meetings/opportunities to provide feedback on RFP process.

d. Add a “sign up” link on the SDDTAC website to receive updates on the RFP release/forum/survey etc.

e. Track interested organizations at the info session using a sign in sheet to solicit feedback on the RFP process. Additionally, staff noted that feedback regarding organization geographic location, organizational budget, and number of employees would be great feedback to get from applicants.

f. Members proposed that Harder + Company plan to attend existing coalition/community meetings to capture feedback such as: Shape Up SF, Chicano/Indegina/Latino Equity Coalition, Black/African American Coalition, API Health Parity Coalition, Healthy Southeast, San Francisco African American Faith Based Coalition. Community Input members and staff can inquire on behalf of Harder + Co. to get 30 minutes on their agendas. Attending the coalition/community meetings after the RFP release would be ideal because applicants could (potentially) have the survey completed after they apply.

g. Harder + Company inquired what the subcommittee wanted to get out of the feedback process. Members stated they’d like the community to receive a short survey, in addition to 2 listening sessions/forums. Harder + Company suggested that the facilitator of the listening sessions/forums be a community person (not a city employee).

h. Harder + Company will convene with DPH staff regarding next steps, survey questions, and forums/listening session(s) logistics; will report back to the Community Input Subcommittee.

6. House Keeping [discussion and possible action]

a) At the March meeting, members requested copies of what was submitted to the Mayor’s office and the Board of Supervisors (the budget recommendations, co-chair letter and SDDTAC principles) so they may develop talking points when meeting with any elected officials. Documents were given out at last full committee meeting.
b) Accountability tracker- Infrastructure Subcommittee will facilitate this process.

There was discussion around whether subcommittee membership should be codified in the bylaws. Further discussion is needed, and staff will raise this question with co-chairs during their next check-in.

c) BOS hearing- Request has been sent, staff will continue to update

d) Meeting location for May meeting - As currently scheduled, Community Input meets after the full committee meets. Members agreed to reschedule to the first 2 weeks of the month and shift the time of the meeting to accommodate in case the youth seat joins this subcommittee.

e) July meeting - During the April 17 meeting, members voted to cancel the July 17 meeting since staff will be attending the Childhood Obesity Conference. Community Input will vote in May to decide if they will cancel the July Community Input Subcommittee Meeting as well.

7. Community Input Subcommittee Expert Speaker Wishlist - Infrastructure subcommittee requested that all subcommittees send a list of potential expert speakers that they’d like to present to the full committee, and they will calendar them. Subcommittees should also consider who they’d like to invite to subcommittee meetings.

Speaker List:

1. Community Conveners/Promotoras (community education/sugary drink education utilizing the Promotora model; Christina Nip, Dr. Roe (who has worked with Asociacion Mayab in the past)
2. Dr. Monique LeSarre (Rafiki Coalition)
3. Eric Mar (Prop E)
4. Scott Weiner (Prop E)
5. Neal Baer (Pediatrician, television writer and producer-interested in documentary on SSB's)
6. Sarah Fine (The Bigger Picture)

Members discussed having community engaged/informed media campaign effort speakers to speak at subcommittee meetings in the future and the importance of hearing the perspective of the community at both subcommittee meetings and full committee meetings. Members will continue to think about who to have present at both meetings.

8. Community Input Workplan [discussion and possible action]

Current

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.

Staff will send a doodle poll to reschedule the Community Input subcommittee meetings so they meet before the full committee meetings and then revisit plan to promote to community.
Potential ways to promote the meetings; SDDTAC Listerv, SUSF Listerv, DPH community based organization/non-profit/faith based organization list. Staff promote the full committee meetings in the monthly SUSF Newsletter; can utilize these mechanism to promote the full committee meetings and subcommittee meetings collectively. Members discussed the need to do this, and the importance of planning for the public to attend (having adequate space).

Ongoing
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.). Members brainstormed ideas for a grantees showcase:

i. Grantee showcase at the beginning of the funded grant year where community members would be invited to see what organizations and programs were funded. The intent of this event would be for the public to get to know what the soda tax was funding; bidirectional; invite stakeholders to attend. Members noted that this could be a media/conference planning grant; where an organization could hire a consultant to organize the showcase.

ii. Activities could include: panel, The Bigger Picture performances, informal 1-1 poster interactions with funded, slide presentations, opportunity to give out information to the community, food, photo booths, etc. Members asked staff to brainstorm ideas and scope out costs/formats for a grantees showcase. Staff will present this document at the May subcommittee meeting.

iii. Potentially do showcases in phases depending on the funded program: having a showcase for grants focused on physical activity; having another showcase for those focused on water access, etc. Members discussed partnering with an existing meeting (i.e. American Heart Association, CMA, SFHIP, Rafiki Coalition, Black Summit (annual event), NICOS, SUSF Coalition meeting, Northern CA Grantmakers). *This showcase should be built into a contract for community engagement.

iv. When reaching out to get on agendas for Coalition/community meetings, can Harder find out if there are opportunities to do a small showcase at their event or to partner to put it on?

9. Next Meeting Agenda
a. RFP Process Evaluation (Harder + Company to give updates)
b. Outreach updates regarding coalition/community meetings (feedback opportunities)
c. Potential Speakers
d. Staff will bring a conceptualized showcase draft
e. Confirm meeting schedule; vote on July Community Input Subcommittee Meeting

10. Adjournment – 3:16pm

Notes

PUBLIC COMMENT
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).) 10.

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.

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Per the Language Access Ordinance (Chapter 91 of the San Francisco Administrative Code), Chinese, Spanish and or
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地址：City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
電話號碼:415-554-7724 ; 傳真號碼415-554-5163
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根據語言服務條例(三藩市行政法典第91章)，中文、西班牙語和/或菲律賓語（泰加洛語）傳譯人員在收到要求
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persona(s) responsable del timbrado o el uso de un teléfono celular, localizador de personas, u otros artículos
electrónicos que producen sonidos similares.

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que las deliberaciones se lleven a cabo ante la gente y que las operaciones de la ciudad estén abiertas para revisión de
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Administrador del Grupo de Trabajo de la Ordenanza Sunshine (Sunshine Ordinance Task Force Administrator)
City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683
415-554-7724 (Oficina); 415-554-5163 (Fax); Correo electrónico: SOTF@sfgov.org

Copias de la Ordenanza Sunshine pueden ser obtenidas del Secretario del grupo de Trabajo de la Ordenanza Sunshine,
documentos explicativos están disponibles al público por Internet en http://www.sfbos.org/sunshine; o, pidiéndolas al
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Mayor  

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PAG-ACCESS SA WIKA
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Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor


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Ang mga pagpupulong ng Task-Force ng Mayor sa Anti-Trafficking ay ginaganap sa Room 305 sa City Hall, 1 Dr. Carlton B. Goodlett Place sa San Francisco. Ang City Hall ay accessible para sa mga taong gumagamit ng wheelchair at iba pang mga gamit na tumutulong sa pagkilos. Mayroong mga rampa sa mga pasukan sa Grove, Van Ness at McAllister. Ang mga kagamitan sa pagtulong sa pandinig, mga interpreter ng American Sign Language, mga tagapagbasar, mga adyenda na malalaki ang print, at iba pang pangangailangan ay maaaring hilingin. Para humingi ng tulong, tawagan si Minouche Kandel (415) 252-3203, o mag email sa minouche.kandel@sfgov.org. Kailangan mag-request ng mga pangangailangan sa hindi babasa sa 72 oras bago ng pagpupulong upang matiyak kung maaaring ipaglin kang inyong kahilingan.

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>Variances</th>
<th>Description of Intended Purposes from Mayors Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community-Based Grants</td>
<td>$4,580,000</td>
<td>45% (7% school-based)</td>
<td>DPH/DOH/CHD</td>
<td>$2,923,000</td>
<td>7%</td>
<td>DPH</td>
<td>$1,657,000</td>
<td>Funding to issue grants to CHCs for programs and services in the following areas: (1) Health Education, (2) Physical Activity, (3) Food access, and (4) a Media/Awareness Campaign.</td>
</tr>
<tr>
<td>School Food, Nutrition Education</td>
<td>$1,000,000</td>
<td>15%</td>
<td>SFUSD</td>
<td>$1,500,000</td>
<td>10%</td>
<td>SFUSD via DPH</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 SSBs and increase awareness among students.</td>
</tr>
<tr>
<td>Student led Action</td>
<td>$500,000</td>
<td>10%</td>
<td>SFUSD</td>
<td>$1,500,000</td>
<td>10%</td>
<td>SFUSD via DPH</td>
<td>$0</td>
<td>Funding to support oral health in schools, including the cost of sealants.</td>
</tr>
<tr>
<td>Food Access</td>
<td>$1,000,000</td>
<td>10%</td>
<td>DPH</td>
<td>$1,085,000</td>
<td>10%</td>
<td>DPH</td>
<td>$25,000</td>
<td>Funding for Community Task Forces.</td>
</tr>
<tr>
<td>Healthy Retail SF</td>
<td>$125,000</td>
<td>10%</td>
<td>OEWD</td>
<td>$125,000</td>
<td>10%</td>
<td>OEWD</td>
<td>$0</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%</td>
<td>DPH</td>
<td>$1,056,000</td>
<td>10%</td>
<td>DPH</td>
<td>$4,000</td>
<td>Funding for Community Task Forces.</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>$1,000,000</td>
<td>10%</td>
<td>DPH/DOH/CHD</td>
<td>$800,000</td>
<td>10%</td>
<td>DPH</td>
<td>$200,000</td>
<td>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 CHD grant program.</td>
</tr>
<tr>
<td>Water Access - SFUSD</td>
<td>$300,000</td>
<td>4% (2% school-based)</td>
<td>SFUSD</td>
<td>$450,000</td>
<td>4%</td>
<td>SFUSD via DPH</td>
<td>$0</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>$150,000</td>
<td>10%</td>
<td>SFUSD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SF Recreational &amp; Parks</td>
<td>$250,000</td>
<td>10%</td>
<td>SFUSD</td>
<td>$250,000</td>
<td>10%</td>
<td>SFUSD via DPH</td>
<td>$0</td>
<td>Funding to Nat Park to provide continued support of the Recreational Parks program.</td>
</tr>
<tr>
<td>HOPE SF Peer Enhancements</td>
<td>$0</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>
<tr>
<td>Total</td>
<td>$10,600,000</td>
<td>100%</td>
<td></td>
<td>$10,400,000</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**San Francisco Department of Public Health**  
Dr. Grant Colfax  
Director of Health

**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>Description/Notes</th>
<th>FY 17-18 Funding (S/millions)</th>
<th>FY 16-19 Funding (S/millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue (Sources)</td>
<td>5.8</td>
<td>11.6</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>-</td>
</tr>
<tr>
<td>Peace Parks &amp; Peace Hoops</td>
<td>0.5</td>
<td>-</td>
</tr>
<tr>
<td>Home Delivered Meals</td>
<td>0.5</td>
<td>-</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>

This is the amount of revenue after baselines and set-asides. Total revenue projected by the Controller is $7.5M in FY 17-18 (half a year of revenue) and $15 million in FY 18-19 (a full fiscal year of revenue).

<table>
<thead>
<tr>
<th>Description/Notes</th>
<th>FY 17-18 Funding (S/millions)</th>
<th>FY 16-19 Funding (S/millions)</th>
</tr>
</thead>
<tbody>
<tr>
<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>
<td></td>
<td></td>
</tr>
<tr>
<td>Pilot funding for Peace Parks Initiative.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased funding for nutritional supports for low-income, disabled, and senior residents.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>See addback list for details.</td>
<td></td>
<td></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 Description</th>
<th>Department</th>
<th>FY 17-18</th>
<th>FY 18-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Violence Services</td>
<td>WOM</td>
<td>500,000</td>
<td></td>
</tr>
<tr>
<td>Food Security - Congregate Lunch Meals</td>
<td>HSA</td>
<td>220,000</td>
<td>220,000</td>
</tr>
</tbody>
</table>
**San Francisco Department of Public Health**

Dr. Grant Colfax  
Director of Health

City and County of San Francisco  
London N. Breed  
Mayor

**BACKGROUND**

<table>
<thead>
<tr>
<th>Project</th>
<th>Agency</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Food Security - Healthy Food Purchasing Supplement</strong></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><strong>Food Security - Home-Delivered Meals (HDM)</strong></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><strong>Healthy Corner Store Retail</strong></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><strong>Medical Assisting and Hospitality Training</strong></td>
<td>ECN</td>
<td>Funding to support Medical Assisting and Hospitality Training</td>
<td>150,000</td>
</tr>
<tr>
<td><strong>Women’s Health Rights in the Workplace Policy Coordinator</strong></td>
<td>DPH</td>
<td>New women’s health in the workplace outreach coordinator to conduct outreach to businesses and provide trainings on women’s health issues.</td>
<td>80,000</td>
</tr>
<tr>
<td><strong>Upgrading services for a food pantry in Ingleside/Ocean Avenue</strong></td>
<td>DAS</td>
<td>Renovation and upgrades for a food pantry that serves residents on Ocean Avenue and Ingleside neighborhood</td>
<td>25,000</td>
</tr>
<tr>
<td><strong>Day laborer mental health support in the Mission</strong></td>
<td>DPH</td>
<td>Bilingual Spanish speaking Peer Health Navigator to conduct psycho-social training and individualized support sessions with Day Laborers in the Mission.</td>
<td>65,000</td>
</tr>
<tr>
<td><strong>I Am Bayview Marketing Campaign</strong></td>
<td>ECN</td>
<td>Marketing campaign for Bayview merchant corridor</td>
<td>20,000</td>
</tr>
<tr>
<td><strong>Mental Health Services</strong></td>
<td>MOH</td>
<td>Mental health and trauma counseling services at Vis Valley elementary</td>
<td>50,000</td>
</tr>
<tr>
<td><strong>Resilient Bay Area</strong></td>
<td>ADM</td>
<td>Enhancement of existing programming, including free training for residents and non-profits</td>
<td>25,000</td>
</tr>
<tr>
<td><strong>Senior Fitness</strong></td>
<td>HSA</td>
<td>Senior fitness programming at IT Bookman and George Davis</td>
<td>200,000</td>
</tr>
<tr>
<td><strong>Third Street Economic Development</strong></td>
<td>ECN</td>
<td>Development and marketing of Third Street corridor</td>
<td>75,000</td>
</tr>
<tr>
<td><strong>Congregate Meal Program</strong></td>
<td>HSA</td>
<td>Congregate Meal Program A</td>
<td>75,000</td>
</tr>
<tr>
<td><strong>Congregate Meal Program</strong></td>
<td>HSA</td>
<td>Congregate Meal Program B</td>
<td>75,000</td>
</tr>
<tr>
<td><strong>Small Business Support</strong></td>
<td>ECN</td>
<td>1.5 FTE to serve Outer Mission and Broad Randolph business development</td>
<td>115,000</td>
</tr>
</tbody>
</table>

**Total** | 2,262,000 | 1,237,000 |