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

City and County of San Francisco  
London N. Breed  
Mayor

Sugary Drinks Distributor Tax Advisory Committee  
Community Input Subcommittee

MINUTES  
Wednesday September 11, 2019  
4:00PM-6:00PM  
3rd Street Youth Clinic

* Please note that public comment will be held after every agenda item. If 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]
   
   Present: Janna Cordeiro, Joi Jackson-Morgan, Lauren Heumann, Shelley Dyer, John Maa, Aaron Kunz. Staff: Christina Goette, Melinda Martin. Janna called the meeting to order at 4:07pm.

2. Approval of August Meeting Minutes [discussion and action]
   [Discussion]
   a. Joi motioned to approve minutes with the following edit:
      i. Member noted typo on page 2, 5 d)
   [Action] Joi motioned to approve August minutes. Aaron seconded. All were in favor. The minutes were approved with the edit.

3. Approval of Agenda- [discussion and action]
   [Discussion]
   a. Janna motioned to include media update as standing agenda item
   b. Subcommittee discussed reaching quorum via official subcommittee members; inclusion of unofficial members as part of quorum and/or comments from unofficial members to only be considered and not being part of quorum.

   Aaron motioned to add media as standing agenda item and revisiting quorum rules. Janna seconds the motion. The agenda was approved.

4. General Public Comment
   
   No Public Comment.

5. House Keeping [discussion and possible action]
a) Community Input subcommittee chair – Janna will serve as Community Input subcommittee chair while Vanessa Bohm is on maternity leave; Vanessa expected return January 2020

b) SDDTAC Full Committee Meeting is September 18 at 25 Van Ness, Suite 610
c) SDDT RFP Process to date – DPH is in development of RFP.
   a. Applications received
      i. RFP04 (under $1M) 32 apps – in contract negotiations
         1. 22 under $500K
         2. 10 $500-1M
      ii. RFP 05 (HFPS) – grant negotiations complete
         1. 5 applications
      iii. RFP 07 (SUPPORT – 1 time funds) – review process underway
         1. 32 applications

d) Subcommittee updates
   i. Data & Evidence
      a. D/E meeting was cancelled due to not meeting quorum.
      b. D/E meeting rescheduled to 9/18/19 4:30 – 5:00pm 25 Van Ness Avenue, Room 610. D/E meeting will prioritize the 2019 fall data report for review and approval.
      c. DPH continues to work with Harder & Co on evaluation; DPH met with Harder & Co leadership. Harder & Co will be working on SDDT collective impact evaluation utilizing the Results-Based Accountability framework.
   ii. Infrastructure
      Strategic Planning – Raimi & Associates contract not completed yet.

      Infrastructure subcommittee would like to condense strategic plan process however, due to timing of SDDTAC and upcoming reports, it may be difficult to do so. In doing so, it may require additional time commitments from SDDTAC to complete strategic planning process.

Community input subcommittee members expressed reservations in increasing time commitments to work on strategic plan. Additionally, they expressed that the SDDT values, purpose and decision making processes are documented in the SDDT annual reports. Community input subcommittee members recognizes the value in a SDDT strategic plan and agreed that the infrastructure committee could create a rubric of priorities, values, etc and build upon what was already created by SDDTAC.

6. SDDT Evaluation [discussion and possible action]
   a) Preliminary results from survey of RFP process

      Harder & Co will be providing a draft of the evaluation segment of the annual report, includes RFP process survey and city survey (process evaluation).

7. SDDT Showcase [discussion and possible action]
   [Discussion]
   a. Discuss and identify ways ($50K) funds can be spent

      $50K is available through current year budget – outreach and community engagement; last discussion was put on hold until SDDT backbone onboarded. An event cost sheet was previously presented to the community input subcommittee. An event planner (consultant) is recommended and SDDT backbone staff can serve as point of contact for event planner.
The SDDT showcase should inform the community of impact of soda tax funding in San Francisco. Various forms of community engagement can take place instead of a one time event. Brainstorm of ideas included:

- presentations highlighting SDDT funded programs and their impact
- conference booth exhibitions
- add on to community events

Community input subcommittees members agreed to create the community engagement efforts would be linked to the work of Civic Edge, and a media launch could support how to showcase SDDT impact.

[Action]
Lauren motions to replace SDDT showcase to having media kickoff event. Aaron seconds. Motion unanimously passes to amend community engagement activity to build off work of Civic Edge.

8. Media - Civic Edge Design Elements [Discussion]
   a. Media Options
      Community input subcommittee members preferred Option 1 with the focus of messaging of reasons instead of statistics. Members agreed photos of people were much more appealing and preferred messaging of Soda Tax at Work.

9. Upcoming Meeting Agenda Items [discussion and possible action]
   a. Consider unofficial members
   b. Standing committee meeting item – media
   c. Community engagement planning/brainstorming
   d. Invite Civic Edge to come and present to discuss or propose ideas to for community engagement and proposed costs

Next meeting will be at Tenderloin Neighborhood Development Corporation – October 9, 2019.

10. Adjournment of Regular Community Input Meeting

Joi motioned to adjourn the meeting. Aaron seconded the motion. The meeting was adjourned at 5:50pm.

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.

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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Government’s duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people’s business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people’s review. For information on your rights under the Sunshine Ordinance (Chapters 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, please contact: Sunshine Ordinance Task Force Administrator
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. Copies of explanatory documents are available to the public online at 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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如對會議有任何疑問，請致電[415-252-3203]查詢。當會議進行時，嚴禁使用手機及任何發聲電子裝置。會議主席可以命令任何使用手機或其他發出聲音裝置的人等離開會議場所。

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政府的職責是為公眾服務，並在具透明度的情況下作出決策。市及縣政府的委員會，市參事會，議會和其他機構的存在是為處理民眾的事務。本政策保證一切政務討論都在民眾面前進行，而市政府的運作也公開接受民眾審
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Sunshine Ordinance Task Force Administrator
City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
Phone: 415-554-7724; Fax: 415-554-5163
Email: SOTF@sfgov.org

Copies of the Sunshine Ordinance can be obtained from the Sunshine Ordinance Task Force, the San Francisco Public Library, and on the city's website at www.sfgov.org. Explanatory documents are available online at http://www.sfbos.org/sunshine; or, if you prefer, you may request them at the above address or phone number.

Language Services

Under the Language Services条例 (San Francisco Administrative Code Chapter 91), translated and signed interpretation services are available for persons who need assistance communicating. Translation of meeting minutes can be obtained upon request. Other language assistance may also be provided. Requests should be made at least 48 hours before the meeting to Minute Kandel.

Access to Meeting Location

Family Violence Council meetings are held at 400 McAllister Street, Room 617. The building is accessible by wheelchairs and other mobility devices.

Mayoral Task Force on Anti-Human Trafficking meetings are held at 1 Dr. Carlton B. Goodlett Place, Room 305. The building is accessible by wheelchairs and other mobility devices. Slopes are located at Grove, Van Ness, and McAllister entrances.

Assisted Listening Devices, American Sign Language Interpreters, Readers, and large print agendas are available upon request. Please contact Minute Kandel at (415) 252-3203 or email at sfgov.org/ethics for more information.

Campaign & Governmental Conduct Code 2.100

Persons or groups who influence or seek to influence local legislation or policy may need to register and report their activities. For more information, please contact the Ethics Commission at 1 Dr. Carlton B. Goodlett Place, Room 220, San Francisco, CA 94102; telephone: 415-252-3100; fax: 415-252-3112; website: sfgov.org/ethics.

CONOZCA SUS DERECHOS BAJO LA ORDENANZA SUNSHINE

El deber del Gobierno es servir al público, alcanzando sus decisiones a completa vista del público. Comisiones, juntas, concilios, y otras agencias de la Ciudad y Condado, existen para conducir negocios de la gente. Esta ordenanza asegura que las deliberaciones se llevan a cabo ante la gente y que las operaciones de la ciudad estén abiertas para revisión de la gente. Para obtener información sobre sus derechos bajo la Ordenanza Sunshine (capítulo 67 del Código Administrativo de San Francisco) o para reportar una violación de la ordenanza, por favor póngase en contacto con:

Administrator 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

Secretario de la Comisión en la dirección o número telefónico mencionados arriba.

ACCESO A IDIOMAS
De acuerdo con la Ordenanza de Acceso a Idiomas “Language Access Ordinance” (Capítulo 91 del Código Administrativo de San Francisco “Chapter 91 of the San Francisco Administrative Code”) intérpretes de chino, español y/o filipino (tagalo) estarán disponibles de ser requeridos. Las minutas podrán ser traducidas, de ser requeridas, luego de ser aprobadas por la Comisión. La asistencia en idiomas adicionales se tomará en cuenta siempre que sea posible. Para solicitar asistencia con estos servicios favor comunicarse con Minouche Kandel al 415-252-3203, o minouche.kandel@sfgov.org por lo menos 48 horas antes de la reunión. Las solicitudes tardías serán consideradas de ser posible.

ACCESO DE DISCAPACITADOS
Las reuniones del Concilio sobre la Violencia de Familia (Family Violence Council) se llevan a cabo en la Sala 617 de la 400 McAllister Street en San Francisco. Este edificio es accesible para personas que utilizan sillas de ruedas y otros aparatos de movilidad asistida.

Las reuniones del Grupo de Trabajo del Alcalde en Contra del Tráfico Humano (Mayor’s Task Force on Anti-Human Trafficking) se llevan a cabo en la Sala 305 de la Alcaldía, 1 Dr. Carlton B. Goodlett Place en San Francisco. La alcaldía es accesible para personas que utilizan sillas de ruedas y otros aparatos de movilidad asistida. Las rampas para sillas de ruedas se encuentran disponibles en las entradas de las calles Grove, Van Ness y McAllister.

Aparatos de asistencia auditiva, intérpretes de Lenguaje de Señas Americano, lectores, agendas con letra grande y otras acomodaciones están disponibles de ser requeridas. Por favor presente sus solicitudes de acomodo ante Minouche Kandel (415) 252-3203, o minouche.kandel@sfgov.org. Solicitar acomodaciones por lo menos 72 horas antes de la reunión ayudará a garantizar la disponibilidad de las mismas.

ORDENANZA DE CABILDEO
Individuos y entidades que influyan o intentan influenciar legislación local o acciones administrativas podrían ser requeridos por la Ordenanza de Cabildeo de San Francisco (SF Campaign & Governmental Conduct Code 2.100) a registrarse y a reportar actividades de cabildeo. Para más información acerca de la Ordenanza de Cabildeo, por favor contactar la Comisión de Ética: 25 de la avenida Van Ness, Suite 220, San Francisco, CA 94102, 415-252-3100, FAX 415-252-3112, sitio web: sfgov.org/ethics.

Kung mayroon kayong mga tanong tungkol sa miting, mangyaring tumawag lang sa 415-252-3203. Ang pagtunog at paggamit ng mga cell phone, mga pager at kagamitang may tunog ay ipinagbabawal sa pulong. Paalala po na maaring palabasin ng Tagapangulo ang sinumang may-ari o responsible sa ingay o tunog na mula sa cell phone, pager o iba pang gamit na lumlikha ng tunog o ingay.

ALAMIN ANG INYONG MGA KARAPATAN SA ILALIM NG SUNSHINE ORDINANCE
Tungkulin ng Pamahalaan na paglinkuran ang publiko, maabot ito sa patas at medaling maunawaan na paraan. Ang mga komisyong board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanang Tinitiyak na ordinansa na ang desisyon o pagpapasya ay ginagawa kasama ng mamamayan at ang mga gawaing panglungsod na napagkaisahan ay bukas sa pagsusuri ng publiko. Para sa impormasyon ukol sa inyong karapatan sa ilalim ng Sunshine Ordinance (Kapitulo 67 sa San Francisco Administrative Code) o para mag report sa paglabag sa ordinansa, mangyaring tumawag sa Administrador ng Sunshine Ordinance Task Force.

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Ang mga kopya ng Sunshine Ordinance ay makukuha sa Clerk ng Sunshine Task Force, sa pampublikong aklatan ng San Francisco at sa website ng Lungsod sa www.sfgov.org. Mga kopya at mga dokumentong na nagpapaliwanag sa Ordinance ay makukuha online sa http://www.sfbos.org/sunshine o sa kahilingan sa Commission Secretary, sa address sa itaas o sa numero ng telefono.

PAG-ACCESS SA WIKA
Ayon sa Language Access Ordinance (Chapter 91 ng San Francisco Administrative Code), maaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay
Comparison between SDDTAC Recommendations and Mayor’s Allocations FY18-19

<table>
<thead>
<tr>
<th>Item</th>
<th>SDDTAC Rx Amount</th>
<th>SDDTAC Rx %</th>
<th>SDDTAC Rx Agency</th>
<th>Mayor’s Budget</th>
<th>% of Mayor’s Budget</th>
<th>Mayor’s Proposed Agency</th>
<th>Variance</th>
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<tbody>
<tr>
<td>Community-Based Grants</td>
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<td>DPH/CHEP</td>
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<td>$10,400,000</td>
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Description of intended purpose from Mayor’s Budget
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.

SFRPD: Funding to Rec Park to provide continued support of the Peace Parks program.

Hope SF Peer Enhancements: Fund training and peer wage increases.

SDDTAC Recommendations FY19-20 and 20-21

<table>
<thead>
<tr>
<th></th>
<th>FY19-20</th>
<th>FY20-21</th>
<th>%</th>
<th>Department</th>
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<tbody>
<tr>
<td>COMMUNITY-BASED GRANTS</td>
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<tr>
<td>Health education, food security, physical activity</td>
<td>$3,260,000</td>
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<td>Community engagement</td>
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<td>DPH/CHEP</td>
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<td><strong>TOTAL COMMUNITY BASED GRANTS</strong></td>
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<td><strong>41%</strong></td>
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<td>SFUSD</td>
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<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>
<td>$500,000</td>
<td>$500,000</td>
<td></td>
<td>SFUSD via DCYF</td>
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<td><strong>TOTAL SFUSD</strong></td>
<td><strong>$1,500,000</strong></td>
<td><strong>$1,500,000</strong></td>
<td><strong>14%</strong></td>
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<tr>
<td>FOOD ACCESS</td>
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<tr>
<td>Healthy Food Purchasing Supplement</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td></td>
<td>DPH/CHEP</td>
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<tr>
<td>Healthy Retail</td>
<td>$150,000</td>
<td>$150,000</td>
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<td>OEWD</td>
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<td><strong>TOTAL FOOD ACCESS</strong></td>
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<td>ORAL HEALTH</td>
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<td>Community task forces</td>
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<td>DPH/MCAH</td>
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<td><strong>TOTAL ORAL HEALTH</strong></td>
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<td><strong>10%</strong></td>
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<td>INFRASTRUCTURE</td>
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<td>DPH Infrastructure</td>
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<td>DPH/CHEP</td>
</tr>
<tr>
<td>Strategic planning</td>
<td>$40,000</td>
<td>$ -</td>
<td></td>
<td>DPH/CHEP</td>
</tr>
<tr>
<td>Evaluation</td>
<td>$200,000</td>
<td>$200,000</td>
<td></td>
<td>DPH/CHEP</td>
</tr>
<tr>
<td><strong>TOTAL INFRASTRUCTURE</strong></td>
<td><strong>$1,240,000</strong></td>
<td><strong>$1,200,000</strong></td>
<td><strong>12%</strong></td>
<td></td>
</tr>
</tbody>
</table>
**WATER ACCESS**

<table>
<thead>
<tr>
<th>Description</th>
<th>SFUSD</th>
<th>PUC via RPD/DPW?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Access - SFUSD</td>
<td>$340,000</td>
<td>-</td>
</tr>
<tr>
<td>Water Access - Public Spaces</td>
<td>$300,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL WATER ACCESS</strong></td>
<td>$300,000</td>
<td>$340,000</td>
</tr>
<tr>
<td>SF Recreation &amp; Parks</td>
<td>$520,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>HOPE SF Chronic Disease Equity</strong></td>
<td>$400,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Proposed</strong></td>
<td>$10,400,000</td>
<td>$10,400,000</td>
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**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 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.
<table>
<thead>
<tr>
<th>SFUSD</th>
<th>School Food, Nutrition Ed</th>
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<tbody>
<tr>
<td><strong>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.</strong></td>
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| Student Led Action | 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. |

<table>
<thead>
<tr>
<th>FOOD ACCESS</th>
<th>Healthy Food Purchasing Supplement</th>
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<tr>
<td><strong>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.</strong></td>
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| 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. |

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<thead>
<tr>
<th>ORAL HEALTH</th>
<th>Community task forces</th>
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<tbody>
<tr>
<td><strong>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.</strong></td>
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| 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. |

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<thead>
<tr>
<th>INFRASTRUCTURE</th>
<th>A. Personnel</th>
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<tr>
<td><strong>1) Backbone staffing to support SDDTAC</strong> a. <strong>A program manager to provide backbone staffing to the SDDTAC, including:</strong> 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. <strong>As necessary, manage citywide/soda tax impact media</strong> c. <strong>Develop/Compile and Manage completion of SDDTAC Annual Report</strong> d. <strong>Manage SDDTAC biennial nominations process</strong> 2) <strong>Staffing to support DPH SDDT implementation of community based grants</strong> a. <strong>Manage work of contractors, including:</strong> 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) <strong>Staffing to support research and evaluation of SDDT impact, including data purchases as necessary</strong> 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 <strong>B. Professional services</strong> 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 <strong>C. Materials/Supplies</strong> for meetings and printing costs <strong>D. Training</strong> to support staff development <strong>E. Data</strong> for collection (pricing), analysis (Nielsen) and purchase (IRI)</td>
<td></td>
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<tr>
<td>Strategic planning</td>
<td>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</td>
</tr>
</tbody>
</table>
| 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 |  |
| Water Access - SFUSD | 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. |
| Water Access - Public Spaces | 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). |
| SF Recreation & Parks | To support staffing and supplies, including healthy food, for Peace Parks programs in target populations |
| HOPE SF Chronic Disease Equity | 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 intensifies 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.