



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

MINUTES

January 15, 2020

5:00 pm

25 Van Ness Avenue, Room 610
San Francisco, CA 94102

* 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.

** Times provided for agenda items are estimates

Order of Business:

1. Call to Order / Roll Call – Joi Jackson-Morgan called meeting to order at 5:05pm

Present: John Maa, Larry McClendon, Joi Jackson-Morgan, Roberto Vargas, Aaron Kunz, Rita Nguyen, Lauren Heumann, Shelley Dyer, Saeeda Hafiz, Jonathan Butler, Irene Hilton, Derik Aoki, Michelle Kim, Linda Barnard

- a. Approval of Excused Absences [Action] - Janna Cordeiro, Vanessa Bohm

John motioned to approve excused absences. Shelley seconded the motion. All voted in favor of approving excused absences.

- b. Welcome to Larry McClendon, Office of Economic and Workforce Development, Seat 7

- i. Joi and SDDTAC welcomes Larry McClendon

2. Approval of Minutes for Previous Meeting [Action]

Typo – page 4, #7 first paragraph - Aaron seconds.

Page 3: media campaign update – SDDT funded programs include: EAT SF instead of Healthy Food

Page 2: Change member to Derik; 2nd paragraph; Page 5 – 2nd paragraph

Jonathan motions to approve December minutes with edits. Saeeda seconded the motion. The minutes were approved.

3. Review and Consideration of Regular Agenda [Action]

Shelley motions to approve agenda. Aaron seconded the motion. The agenda was approved.



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4. General Public Comment

Cissie Bonini of EatSF. EatSF provides vouchers for veggies for low income San Franciscans. EatSF partners with community-based organizations, hospitals, and popular SF programs. There are 9,000 people enrolled in the program and have been able to increase their food security and change their diet. With low-income San Franciscans enrolled in EatSF, it is helping to drive fresh produce and fruits into neighborhoods. Retailers also benefit through taxes, and 400 households are being served.

Shurrin Zeng of SF Board of Education Parent Advisory Council commented on SDDT funded SFUSD drinking systems. She is requesting that SDDT funds be used to update water systems in the SFUSD TK-12th grade schools to ensure healthy diet and water consumption and to provide hot/warm water as well to students.

Emily Lays reports from the Heart of the City Farmers' Market that SSI data has reversed and have tripled within the Healthy Food Purchasing Supplement (HFPS) Program and is in critical demand to provide for 3000+ SSI recipients. The HFPS enrollees have doubled in 2019, SSI recipients have increased, and expects funding to increase for the Healthy Food Purchasing Supplement Program.

5. Update from Mayor's Budget Office – Ashley Groffenberger [Discussion and Possible Action]

Ashley Groffenberger, Senior Fiscal & Policy Analyst of the Mayor's Office of Public Policy and Finance presents city budget outlook to SDDTAC. She presents the city's historical deficits and the FY 21-22 projected deficit of \$419.5Mil. The \$420Mil deficit derives from unrestricted general funds, where revenues are growing but expenditures are growing more which include voter mandates, baselines and reserves which are dedicated sources. Employee salaries and benefits are the city's largest costs as well as city operating costs, e.g. rental/owned buildings.

During the next four months, the Mayor's office will need to determine \$420 Mil shortfall with costs growing year after year. Currently, the trend is seeing the revenue regressing to the mean and now the city is back at a huge deficit and it needs to be solved. City will be reviewing Governor's preliminary budget which has just been shared.

The Controller's Office creates revenue forecast of general fund revenue over a 5-year period. They have forecasted for SSB revenue at \$15-16 Mil over the next couple of years, after mandatory set asides, and healthy addback in 2017/2018, the SDDTAC recommendation levels will be \$11.2Mil for FY 2020-2021 and \$10.3M for FY 2021-2022. Reduction in SDDT revenue in the out years will be likely.

Member commented in past fiscal years, SSB has brought in more funds than what was expected, are the extra funds considered an additional line item for the Mayor? Ashley responded that if more funds come in, they are only able to do a supplemental disbursement to specific agencies as opposed to opening up the entire budget. Likewise, if funds are less than projected, funds allocated to city agencies would not be retroactively decreased.

Ashley shared the Mayoral priorities of homelessness, clean and safe streets, and healthy and vibrant neighborhoods. There will be a reduction to city department general funds. She also shared



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the Mayor's focus on accountability and equitable outcomes. Member shared that SDDTAC vision and investments are primarily to its priority populations and focuses on the outcomes of chronic disease, where SDDTAC recommendations focus on root causes as a way to address the Mayor's priorities. Member asked if SDDTAC could recommend slight changes to FY 20-21, not a monetary amount but what has been already funded and Ashley responded yes. Ashley shares that the focus on accountability is critical to the Mayor and that accountability plans for 7 specific programs, including the SDDT RPD Scholarships program, are closely being monitored for outcomes. Ashley shared key dates for city budget deadlines (in the presentation) and noted that until the budget is final and signed into law in July, the Controller's Office creates an interim budget for departments until the budget is signed by the Mayor.

Roberto shared that SDDTAC is using media as a way to be transparent and accountable for how SDDT investments have been made. SDDTAC would like to partner with Mayor about communication of the soda tax. Ashley noted that SDDTAC work with Shalini Rana who is open to working on SDDT media and how best to do it.

Shelley expressed concern about the lack of staff capacity and gaps for the parks prescription program and that scholarships should also allow for sign ups at clinics. She is looking forward to hearing an update from RPD.

6. DPH Staff Report [Discussion and Action]

a. SDDT Media Campaign Update

Christina shared with SDDTAC draft SDDT media posters featuring SDDT funded programs. Staff will follow up via email with SDDTAC regarding feedback needed for language for the draft media posters. Members shared that font is difficult to read within the white boxes of the draft media posters. Member also noted that language at the bottom of the draft posters should read as "...is to help San Franciscans live their best lives to drink more water, eat fruits and vegetables, get exercise and improve their oral health and overall wellness" to help make better choices by changing the system and environment. Member asked whether the Soda Tax for Health logo was approved to be used by grantees; that decision is resting with the Mayor's Office, Christina will follow up with Shalini.

b. SDDTAC Bylaws: Vote to Revise Language of Election of Co-chairs and Terms of Offices

Christina presented the current and suggested bylaw language on the election of co-chairs and terms of offices. Due to the SDDTAC report cycle, intent is to adopt the annual report and work towards election of new co-chairs.

Member asked co-chairs to speak on their experience and if they agreed with the suggested change in bylaw language. Joi and Roberto agreed with revisions to the by-laws IV. Election of Officers and Terms of Offices language.

Current Language: The Committee shall elect Co-Chairs annually at the first regularly scheduled meeting of the calendar year.



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Suggested Language: The Committee shall elect Co-Chairs annually in March or after adopting the annual report, whichever is later.

Aaron motions to adopt suggested language. Rita seconds the motion. Revisions to By Laws IV. Election of Officers and Terms of Offices passes.

c. Update on SSB Warning Label

Christina provided background and update on SSB Warning Label. Ordinance was introduced in 2015 specifically on advertisements of beverages with added sugar. San Francisco sued, and decision was sent to 9th Circuit Court of Appeals. 9th Circuit court had issue with the size of the warning label (20% of the advertisement). The new legislation brings down the warning label to 10% of the advertisement. Update was heard at Board of Supervisors' neighborhood safety committee meeting and will then be moved to full Board of Supervisors Meeting January 28, 2020.

d. Overview of DPH Infrastructure Budget

Christina presents the DPH infrastructure budget FY 2018-2019, FY 2019-2020 (including 2018/2019 carryover funds), and the proposed FY 2020-2021 budget total of \$800K. The proposed DPH infrastructure budget line item of capacity building was moved to community-based grants SDDT budget line. Member suggests moving "evaluation support" budget line (including equipment for community-based organizations) to the "capacity building infrastructure" budget lines instead of the DPH infrastructure budget. For the upcoming Fiscal Year, DPH expects that \$800,000 will cover staffing, data and evaluation costs. She cautioned that personnel costs will continue to go up in subsequent years as well as the purchase of IRI data (sugary drinks sales data); currently costs for data are shared with UCSF and Stanford.

7. Review of SDDT FY 19-20 and Budget Clarifications/Questions for FY 20-21 & FY 21-22 [Discussion and Possible Action]

a. Review of FY 20-21/FY 21-22 subcommittee considerations

Joi shared that all subcommittees agreed to include as part of the SDDTAC budget recommendations breastfeeding and media. Member suggested placing breastfeeding budget line item into community based grants instead of Food Access. SDDTAC budget recommendations for FY 20-21 is \$11.2 Mil and FY 21-22 is \$10.4Mil.

Member shares that city department staff will likely follow lead of Mayor and implement the Mayor's agenda, having the Mayor's influence over the SDDTAC recommendations. After SDDTAC makes recommendations, the Mayor will make the decision to accept or reject our recommendations. Member recommends to SDDTAC that it can be helpful to take the Mayor's priorities into consideration before we make our budget recommendations. The SDDTAC seats represent constituencies that are meant to address and/or mitigate issues of populations we represent, and we as a committee collectively agree and then the Mayor makes her decision. If the SDDTAC responds to the mayor every year, it will be a budget of the Mayor, not the SDDTAC's, which will in turn be a budget that reflects the last 10 years of the Mayors of San Francisco. It is SDDTAC's mandate to make recommendations based on the expertise of the committee; those priorities may or may not be



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reflective of the Mayor's priorities but do reflect the needs of the communities that we were appointed to represent. The SDDTAC's alignment is accountability and equity. SDDTAC was appointed to make recommendations based on its expertise rather than adhere to Mayor's previous fiscal year allocations.

Member questioned whether the community will understand what the SDDTAC has recommended over time? Joi responded that the national soda tax effort is watching San Francisco's efforts and is impressed that the SDDTAC remains consistent by including equity and workforce development as part of its recommended funding and is being directed to impacted populations per the research. Three members suggest remaining within the SDDTAC values and mission as they deliberate on the budget recommendations and not be driven by the Mayor's priorities. If recommendations are made based on previous years, SDDTAC will not be able to identify the impact of the funded programs and there will be a gap in impact for the evaluation.

Roberto reminds SDDTAC that they only have the power to make recommendations. He also shares that in Seattle, there is a proposed ordinance for the SSB advisory committee to make the budget allocations. Saeeda shares appreciation of co-chairs representation on the national front of SSB. Roberto notes that if possible, he can share what the national SSB group is currently working on, recommendations to ensure that policies are being reflected.

Member expresses concerns regarding budget deficit, whether the Mayor's office will forego our recommendations and want to take the conservative approach. If the RPD scholarships fit within our values, are we foregoing our recommendations? Joi responded that at both the community input and data and evidence subcommittee meetings, members recommended to extend the age of scholarships for youth to age 24 and seniors and whether it aligned with SDDTAC. This would not be a change in funds but rather in scope and reach. Linda responds that RPD would support that request and would like to be inclusive of entire families.

Member shares that there is some content not listed around priorities, by parsing out neighborhoods with decreased programming and looking at what can be shifted. By using soda tax funds as making up the difference in all city departments, funds could go to programming. A lot of funds are predetermined, and this is driven in particular ways. It is important to make a recommendation of \$800K to new line items and not on existing items. Member suggests that if a preliminary budget recommendation is shared with Ashley and is not accepted, SDDTAC should have a plan b, as this can serve in the spirit of informing and provide prioritization of SDDTAC recommendations and whether the Mayor's office will have cuts. Member agrees and suggests having descriptive notes about the funds with explanations of rationale of importance. Member states that SDDTAC is unaware of how the Mayor will consider SDDTAC budget recommendations. Member suggests SDDTAC determine how to best present its recommendations to ensure uptake by the Mayor, per Ashley's earlier comments during her presentation to SDDTAC. Member shares that no Mayor has come to SDDTAC, asked or told the committee what was going to be eliminated from the budget. SDDTAC only has the power to make recommendations.



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Joi states that the \$1.6Mil of the budget comes from the difference in \$1.2Mil and \$10.4Mil and then DPH has decreased total infrastructure to \$800K and gives SDDTAC \$400K and leaves SDDTAC with \$11.2Mil ending up with \$1.6Mil.

Member asks SDDTAC if \$250K for media is enough. Another member responds the amount is too low for media. Saeeda shares the handout she drafted hiring a full time coordinator who could serve as a student engagement coordinator at SFUSD and would have the responsibility of leading and growing the initiatives for SFUSD's Wellness Policy in consideration with SF soda tax. This would allow for student led media efforts in addition to the SDDT media campaign. Member proposed student led media at \$250K and \$250K for media campaign. John proposes that the previous media recommendation of \$680K be recommended again.

Roberto motions to continue budget considerations to subcommittee meetings with the baseline amount for FY 20-21 and make recommendations for additional \$1.6Mil. Aarons seconds the motion.

Public comment: Breastfeeding coalition appreciates SDDTAC's budget recommendation to include breastfeeding.

Joi states all in favor of Roberto's motion for members to go back to subcommittees to discuss budget recommendation with \$1.6Mil as baseline amount.

1 no – Linda Barnard; 2 abstentions – Michelle Kim and Rita Nguyen

Rita motions to add \$175K for breastfeeding to SDDTAC budget recommendations. SDDTAC are all in favor of \$175K for breastfeeding into the SDDTAC budget recommendations.

8. Subcommittee Update [Discussion and Action]

a. Co-Chair Update

Roberto shares with SDDTAC that there is an opportunity to meet with national soda tax equity group with the goal of proposing language and strategies for municipalities to help with creating equitable policies related to soda tax. They are interested in learning of SF SDDTAC's community process. Roberto will seek permission if he can share.

Shape Up SF coalition's Policy, Systems, Environments Action Team is scheduling meetings with the Board of Supervisors about their policy priorities. Shape Up SF's work and values are in alignment with the SDDTAC, and one of their asks will be to support the upcoming SDDTAC recommendations and emphasizing the community-informed and transparent process that the SDDTAC uses to make their recommendations. SDDTAC members are welcome to join Shape Up SF in these meetings to share educational process once recommendations are final. Saeeda expressed interest. SDDTAC agreed to educate and collaborate with other committees.

b. Infrastructure –Strategic Plan Update



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Michelle shared that the subcommittee reviewed draft strategies and goal explanations.

Michelle will determine when Raimi & Associates will share with SDDTAC. Michelle encouraged SDDTAC to participate in infrastructure committee's strategic planning work.

c. Data and Evidence – SDDTAC Vote on Fall 2019 Data Report

Jonathan shared that subcommittee discussions focused on budget considerations.

Subcommittee agreed to inclusion of breastfeeding and media (inclusive of youth-led media) into budget recommendations. Discussions of annual report draft will include executive summary. Jonathan presents SDDTAC to vote on fall 2019 data report.

Jonathan moves to approve fall 2019 data report. Michelle seconds. Fall 2019 Data Report is approved.

d. Community Input – Community Engagement Update

Subcommittee discussed budget recommendations and agreed to have more support for student-led media work and extending age for RPD scholarships. Civic Edge is working on SDDT website and as well as gathering more information on community and local events for education and outreach.

Joi shares that community input discussed creating a SDDTAC quarterly newsletter on updates on SDDT funded programs and it can serve as an update to the Mayor and support relationship building with the Mayor. The annual report can be the first update of the year. Larry expresses that this quarterly update can be used as a media gap and a way to illustrate the work that SDDT funds.

Roberto moves to send quarterly update to the Mayor's office in order to keep Mayor better informed of SDDTAC funded initiatives. Jonathan seconds. Quarterly newsletter/update is approved, and subcommittee chairs will share updates with SDDTAC co-chairs.

9. Committee Member Proposed Future Agenda Items [Discussion and Possible Action]

a. Review of subcommittee budget recommendations for FY 20-21 and 21-22

i. Helpful to have conclusion on how recommendations will be conveyed with relative information and highlight priorities with rationale for subcommittees to consider.

b. Budget Recommendations item only on agenda (include spreadsheet tool to help reach goal of \$1.6Mil budget recommendations).

c. Inclusion of values and strategies at subcommittee meetings for purpose of budget considerations. Shelley motions to add values and strategies into budget discussions during subcommittee meetings. Linda seconds the motion. Inclusion of values and strategies at meetings is approved.

10. Announcements [Discussion and Possible Action]



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- Janna Cordeiro is hosting a go fund me and cross fit event to raise funds for food access/nutrition
- Jonathan introduces Jose Parra, Public Health Research Coordinator at UCSF and would like to be more involved with soda tax efforts
- Michelle Kim – DCYF convened family summit last week and will share report with SDDTAC when available

11. Adjournment [Action]

Jonathan motions to adjourn. Shelley seconds the motion. Meeting adjourned at 7:53pm.

Notes

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ACESO 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 influencian 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 paggammit 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 lumilikha 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 komisyon, board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanán. Tinitiyak ng ordinansa na ang desisyon o pagpapasya ay ginagawa kasama ng mamamayan at ang mga



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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 .

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

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), maaaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay maaaring isalin sa ibang wika matapos ito ay aprobahan ng komisyon. Maari din magkaroon ng tulong sa ibang wika. Sa mga ganitong uri ng kahilingan, mangyaring tumawag sa Minouche Kandel sa 415-252-3203, o minouche.kandel@sfgov.org, sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

ACCESS PARA SA MAY KAPANSANAN

Ang Konseho tungkol sa Karahasan sa Pamilya (Family Violence Council) ay ginaganap sa room 617 sa 400 McAllister Street sa San Francisco. Ang building ay maaaring ma-access ng mga taong gumagamit ng wheelchair at iba pang gamit na tumutulong sa pagkilos .

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 tagapagbasa, 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 bababa sa 72 oras bago ng pagpupulong upang matiyak kung maaaring ipaglingkod ang inyong kahilingan.

LOBBYIST ORDINANCE

Ayon sa San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100], ang mga indibidwal o mga entity na nag iimpluensiya o sumusubok na mag impluensiya sa mga lokal na pambatasan o administrative na aksyon ay maaaring kailangan mag register o mag report ng aktibidad ng lobbying. Para sa karagdagan na impormasyon tungkol sa Lobbyist Ordinance, mangyaring tumawag sa 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.

SDDTAC Recommendations FY19-20 and 20-21

	FY19-20	FY20-21	%	Department
COMMUNITY-BASED GRANTS				
Health education, food security, physical activity	\$3,260,000	\$3,260,000		DPH/CHEP



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CBOs working with SFUSD	\$300,000	\$300,000		DPH/CHEP
Media	\$680,000	\$680,000		DPH/CHEP
Community engagement	\$50,000	\$50,000		DPH/CHEP
TOTAL COMMUNITY BASED GRANTS	\$4,290,000	\$4,290,000	41%	
SFUSD				
School Food, Nutrition Ed	\$1,000,000	\$1,000,000		SFUSD via DCYF
Student Led Action	\$500,000	\$500,000		SFUSD via DCYF
TOTAL SFUSD	\$1,500,000	\$1,500,000	14%	
FOOD ACCESS				
Healthy Food Purchasing Supplement	\$1,000,000	\$1,000,000		DPH/CHEP
Healthy Retail	\$150,000	\$150,000		OEWD
TOTAL FOOD ACCESS	\$1,150,000	\$1,150,000	11%	
ORAL HEALTH				
Community task forces	\$450,000	\$450,000		DPH/MCAH
School-based sealant application	\$350,000	\$350,000		DPH/SF Health Network
School-based education and case management	\$200,000	\$200,000		SFUSD via DCYF
TOTAL ORAL HEALTH	\$1,000,000	\$1,000,000	10%	
INFRASTRUCTURE				
DPH Infrastructure	\$1,000,000	\$1,000,000		DPH/CHEP
Strategic planning	\$40,000	\$ -		DPH/CHEP
Evaluation	\$200,000	\$200,000		DPH/CHEP
TOTAL INFRASTRUCTURE	\$1,240,000	\$1,200,000	12%	
WATER ACCESS				
Water Access - SFUSD	\$ -	\$340,000		PUC via RPD/DPW?
Water Access - Public Spaces	\$300,000	\$ -		PUC via RPD
TOTAL WATER ACCESS	\$300,000	\$340,000	3%	
SF Recreation & Parks	\$520,000	\$520,000	5%	RPD
HOPE SF Chronic Disease Equity	\$400,000	\$400,000	4%	DPH/Behavioral Health
Total Proposed	\$10,400,000	\$10,400,000	100%	



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	Budget Descriptions
COMMUNITY-BASED GRANTS	<p>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:</p> <ol style="list-style-type: none">1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health2. 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 testing5. 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	
School Food, Nutrition Ed	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



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	with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry.
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.
FOOD ACCESS	
Healthy Food Purchasing Supplement	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.
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	
School-based education and case management	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	



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PH Infrastructure	<p>A. Personnel</p> <p>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</p> <p>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.</p> <p>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</p> <p>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</p> <p>C. Materials/Supplies for meetings and printing costs</p> <p>D. Training to support staff development</p> <p>E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)</p>
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	
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).



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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 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

PROGRAM	DEPARTMENT	DESCRIPTION	
Food Security – Healthy Food Purchasing Supplement	DPH	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.	50,000
Healthy Corner Store Retail	ECN	Promoting corner stores and markets to sell healthy products as opposed to sugary beverages, etc.	60,000
Food Security – Home Delivered Meals (HDM)	HSA	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.	477,000
Food Security – Congregate Lunch Meals	HSA	Address current waitlist: Daily, hot, nutritious meals for seniors/adults with disabilities	220,000
Senior Fitness	HSA	Senior fitness programming at IT Bookman and George Davis	200,000
Congregate Meal Program	HSA	Congregate Meal Program A	75,000
Congregate Meal Program	HSA	Congregate Meal Program B	75,000
		TOTAL	1,157,000

*The Board of Supervisors 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.