



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

May 15, 2019

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** – On behalf of Roberto Vargas, Joi Jackson-Morgan called the meeting to order at 5:06 pm.
 - a. Approval of Excused Absences [Action]
Unexcused: Jorge Rivas, Lauren Heumann
Excused: Michelle Kim, Linda Barnard
John Maa moved to approve excused absences. Shelley Dyer seconded the motion. The excused absences were unanimously approved.
2. **Approval of Minutes** for April 10th meeting [Action] – John motioned to approve the minutes. Janna Cordeiro seconded the motion. The minutes were unanimously approved.
3. **Review and Consideration of Regular Agenda** [Action]
Vanessa Bohm motioned to approve the agenda. Saeeda Hafiz seconded the motion. The agenda was unanimously approved.
4. **Public Comment** for items NOT on agenda [Discussion]
There was no public comment for items not on the agenda.
5. **SDDTAC introductions** – [Discussion] – the committee members introduced themselves, the seat they represent, and why they are serving.
 - a. Public comment – A member of the public thanked the committee for their work and commitment to the community.
6. **Governance Overview** – [Discussion and Possible Action]– Christina Goette provided overview of some of the rules and regulations that guide the Committee’s work. In June, Austin Truong, Youth Commission staff, will review Robert’s Rules of Order.



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- a. Brown Act – The goal of Brown Act is to make the Committee accessible to the public and ensure that the work does not happen behind closed doors. The Brown Act also applies to email communications as well, which is it is important not to “reply all” as it constitutes a meeting.
- b. Sunshine Ordinance makes it easier to access public records. All meetings open to public and meeting agendas are posted on public library and www.sfdph.org/sddtac. The Committee requested that the City Administrator’s SDDTAC webpage be removed to avoid confusion. The [Good Government Guide](#) is another useful resource. Members were reminded to review the [City Attorney memo](#).
 - i. This is a committee, not a commission and does not need to file financial disclosures required by the Ethics Commission. This Committee is not allowed to take position on policies, including other soda taxes.
- c. Bylaws – The Committee approved the bylaws in February. Reminder that the co-chairs are elected annually, with new seating of the committee. Members are appointed for two-year terms. Staff reviewed the attendance policy. If no quorum, you can’t call meeting to order or perform any action.
- d. There was no public comment for this agenda item.

7. DPH Staff Report [Discussion and Possible Action]

- a. SDDT Revenue update – Staff will invite Controller and Tax and Treasury Collector to present to SDDTAC in August and inform them that the Committee wants to understand the discrepancy between the amounts they are reporting for the last quarter of the calendar year (Approximately \$400K reported by the Tax Collector vs. \$4 Million by the Controller.) Staff has been working through budget office, not directly with controller office.
- b. DPH RFP Update – the contract with the Project Management Agency (PMA) has not yet been certified. It is still in city attorney’s office. The dept has been working with the expected PMA to develop the RFP. DPH leadership will be reviewing a close to final draft of RFP next week, with intention that when PMA is on board, the RFP will go out shortly thereafter. Discussion:
 - i. DPH should make things more transparent about how the money goes out. The committee has been expressing frustration about the process. The perception is that the money is only going out to city departments and the community is not a priority, putting the SDDTAC members in an awkward position. Need more communication about the delays for community-based grants including timelines for release of RFP, anticipated deadlines and efforts that have been made. The money going out in the community will include the allocations for fiscal years 18-19 and 19-20. While it is good that the funding will not be lost, it is not ideal that the funding would go from 9 million in grants to 4 million the next year.
 - ii. For the record, the Committee wants DPH to know these kinds of delays aren’t acceptable and that they will remember this when making the recommendations in



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the future about which department releases the money. The Committee request a timeline from DPH.

- iii. Rita Nguyen reminded the Committee that a large part of the delay is the development of an entirely new process to develop systems for small organizations to access these funds. The status quo would not have made it possible for the small orgs to access this money. Community members may not be aware of how challenging it can be to contract with the city. How can the Committee and DPH be more upfront about the process and lessons learned?
 - iv. Jonathan Butler made a motion to request that DPH leadership explain to the public why the RFP process has taken so long and provide a clear timeline of next steps for RFP process on SDDTAC website. Shelley seconded the motion.
 - v. Public comment –
 1. Even when the funds are put out for proposals, will there still be delays?
 2. It's difficult on the other side to manage operations when you don't know when the money will come out or how much it will be. Organizations need to scale up and hire staff, too. It's good getting this out but is it possible to get some of the money get out earlier?
 - vi. Given all the delays, the Committee would like a preview of the RFP or at least certain parameters to be released to public. DPH typically has a firewall before RFP is released, but staff will inquire whether some "preview" is possible.
 - vii. Jonathan's motion is on the table. All were in favor. Rita abstained. The motion passed to request DPH leadership to communicate to public the reasons for RFP delays and timeline of next steps.
- c. Media Update - DPH has decided not to work with 510Media on the media campaign. We recognize the urgency to get stories out to the public. Initial approach to develop a comprehensive media campaign strategy is not the right focus currently. To get started, staff needs help answering some questions:

How deep is community engagement; how many CBOs involved, at what steps? What are mechanisms for engaging them? Process for selecting stories? Narrowing audience – consumers, policymakers, taxpayers – is very broad.

Discussion:

Q: Is the agency culturally competent?

A: It's a local agency, culturally competent, work with many CBOs.

Q: What about the work with the merchants. Is it gone?

A: It's not gone - need to continue the work. There is ethnographic research, we need more information.



San Francisco Department of Public Health

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City and County of San Francisco
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There are already success stories – the campaign is intended to highlight the impact of the tax. At this point, it would be based on money allocated to city dept. Need an ad hoc committee to select the stories and answer the questions above. For ad hoc: Joi, Vanessa, Jorge, Saeeda, Janna, Jonathan, Aaron. Intention is to meet before end of the month. Identify stories to move forward this work. [*Following the meeting, staff did research and the ad hoc committee does not require public notice.]

- d. Strategic Planning consultant – DPH received 2 proposals and sent to reviewers. Deadline is 5/29.

8. City Department Reports [Discussion and Possible Action]

- a. Hope SF – Dr. Ayanna Bennett, oversees DPH services at HopeSF. Residents of HopeSF sites trained and delivering services to other residents in a peer level program. The SDDT money allowed to increase staff and formalize the program through the Urban Services Y.

- i. Jonathan Portney, director for Community Health Ambassador Program (CHAMP). CHAMP seeks to establish community resilience through peer to peer leadership. SDDT funds allowed part time staff to go full time at each site and provide more outreach support. All staff are enrolled in CCSF community health worker program to become a certified health worker.
- ii. Partnerships are invaluable. MOU with UCSF allows practicum students to work with staff to facilitate and implement change. Win-win as students get the opportunity to gain cultural competency when working with community health ambassadors. AHA trained staff on Check, Change, Control to have residents and staff take blood pressure of residents and refer to nursing department to reduce hypertension. Partnering with Coaction Institute has helped establish coping mechanisms and help residents with coping with trauma informed care. Moving forward – they want to establish a system to see if they are increasing referrals and intakes.

iii. Discussion:

Q1 –Of the Full Time Equivalent (FTE), how many will go through CHW program?

A1 - All community health ambassadors are enrolled in the CHW course. They are staff of Urban Services Y and have benefits.

Q2 - Does getting FTE create a barrier to get childcare support?

A2 – That is a common concern. Ex. Some residents are afraid to go to FTE because of rent increases. The Y has a host of childcare sites that are discounted to sustain them and give them a sense of security.

Q3 - Which programs will enable to achieve deeper understanding of why we see these epidemics in SF?

A4 - Providing access to food, healthy eating classes, cooking demos, PA classes, have bp checked and get holistic care. Referral system will show the impact and



San Francisco Department of Public Health

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Mayor

provide services for long term care. The goal is to engage community and do a soft hand off to CWP to SF Health Network.

Q4 - What are the needs for families with infants, babies and toddlers and do you have adequate referrals to meet those needs?

A5 – Establish trust and building relationships is critical, especially due to stigma of living in SRO with families. More people request services for children, esp. during back to school. Youth ambassador program provides youth opportunity to establish and implement programs and take ownership of the community in that regard. Could use more resources around school readiness, daycare/preschool. Many families are transitional and don't work 9-5. How do we make the services available across the spectrum, M-S?

Q5. The SDDTAC's initial recommendations did not include HopeSF, but it is part of the Committee's recommendations moving forward. Thank you for staffing with folks from the community. Please partner with the Committee to help tell story in the media and leverage other CBOs in telling that story.

Q6 - What other supports does the program provide to transition to FTE? Job readiness is difficult and a long-term commitment. The goal is not for participants to move out but to provide support systems so they may move UP and gain influence. This is not a workforce development program. It happens to be an element of the program, but the point was to build community trust and develop skillset around chronic disease prevention and management and health promotion. Wasn't intended to be a revolving door but rather to develop a core of knowledgeable residents.

- b. SF Recreation & Parks Department – Jimmy Chin, Peace Parks, Recreation Supervisor for sports and athletics competency. Peace parks was one of Mayor Lee's last initiatives and is a collaboration between RPD, SFPD, and DPH's Street Violence Intervention Program (SVIP). Peace Parks received \$520K of SDDT funds to activate parks and provide safe space during certain hours for transitional age youth (18-24) but welcome any age.
 - i. Current locations: Herz Playground, Youngblood Coleman, Potrero Hill. They are all near HopeSF sites and take place from 6-10 pm Thursday-Saturday. SVIP provided safe passage for youth. Hired a chef to train RPD staff to be certified food handlers and prepare healthy food for program participants. Include survey data. 62% come all 3 days. 66% share info about Peace Parks with family or friend.
 - ii. Impact and successes – hired 24 staff members from the community – each site has a program lead and program coordinator among the 3 sites. Created a kids zone to accommodate TAY with kids. Program improvements – getting more data from park stats to tell their story. Conducted a survey to learn what other interests youth have – coding class, music, resume building, tutoring, nutrition. Working with SFO restaurants to offset food costs. Recruiting more CBO to participate.
 - iii. Discussion:



San Francisco Department of Public Health

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Q1 - On average, how many youth are participating at a location? What is the most positive community impact that you've seen?

A1 – It varies by site. On average, 30 kids a day at Potrero. 15-17 at Herz and Youngblood Coleman. Kids come hungry. Drinking water and eating healthy food. Sense of belonging.

Q2 - What is total budget for the program?

A2 - Jimmy will get back to committee. There is no other city money besides RPD general fund paying for Peace Parks.

Q3 - Of the 24, how many are FTE?

A4 - 4 are benefited positions. 20 are as-needed/support staff.

Q4 - Applaud the program for providing such culturally relevant activities. Beat making, praise, braiding, etc. How did you do that?

A4 – By hiring from the community. They know their community best and selected the relevant programming.

Q5 - Can you partner with other CBOs rather than SFO to offset food costs?

A5 – Linda is in negotiations with SFO and is the right person to talk to about this piece.

Q6 – Can we get data of participants and crime stats?

A6 - yes

iv. Public Comment:

1. Robert, staff at Herz playground. Police presence has changed the community. Kids know they are there to protect them and interact with them. Kids are eating fruit. It's such a positive change in the community in high crime areas, with people from the community who care.
2. The program takes kids out of their element to experience new things. Kids from Potrero Hill have never been to Stern Grove or went swimming for the first time. For some of the kids, it's their only meal.
3. There was broken car windows and more crime. Since program started in potrero hill, there's a change. Thank you.
4. Mr. Jackson –A mentor was killed in front of kids at Herz Playground a few years ago. In one of the first months the program opened, there were shootings. The park wasn't activated, and now kids feel like it is home again. Sunnydale is different and feels like they have less resources. They make do with what they have. Ingleside station is getting cops out of their cars and talking to the kids and coming to programming. Peace Parks goes above and beyond. It's not a 6-10 job. They drop kids off. It's about taking care of community.



San Francisco Department of Public Health

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City and County of San Francisco
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Mayor

5. Charnice at Young Blood Coleman has helped 6 families secure housing and keeps in touch with those families.
 6. Greg was hired from the community to serve Potrero Hill and Youngblood Coleman. He sees himself in those young kids and is now able to give back and mentor them. They come from trauma, violence. They have sense of ownership. It's not just a park. It's their home.
 7. Jarvis from YBC, a young participant. He feels safe, gets school supplies, help with homework, and food when he's hungry.
 8. Kenyi from Herz didn't have anywhere to go. There's a lot of shooting and gun violence. She would get into fights. Now that she's been going to Herz, it's a good space to have fun and interact with others her age. Learn new things like cook healthy meals, dance, great opportunities.
9. **Subcommittee Updates** [Discussion and Action] - 30 min
- a. Co-chair update – exploring opportunities to get youth voice with Aaron and Youth Commission staff from across the city, especially from young people that represent most impacted populations. Hoping to incorporate activities in partnership with community input subcommittee. It was useful to go to John O'Connell high school during the daytime. Hope for more activities like that. Saeeda got media releases and is providing stipends for her youth. Trying to explore having a larger advocacy organization provide a stipend for their time. Most of us get paid to be here.
 - i. Concern that there be a plan in place to provide support for CBOs and guidance around what it takes to apply for funding. Some orgs have grantwriters. Smaller orgs don't have that infrastructure. How do you balance the RFP time – give people 60 days to work on it? But then it delays getting the money out. Preview of RFP could help. Put out communication that the RFP will go out – this money is coming soon, and you should start planning. Do we understand the support we are offering to the CBO? Need help with data.
 - b. Community Input – talked about feedback on evaluating the RFP process. Developing survey tool, evaluators go to coalition meetings to get feedback. Harder can map who gets funding for the committee. Trying to put minimal burden on the community groups that are applying. Infrastructure and community input trying to work out accountability to community members. In June, the schedule will change to 2nd Wednesdays from 4-6. Brainstorming speakers. Talked about community engagement funding around a grantee showcase at beginning of the year or collaborating with an event that is already happening. Affinity groups/cohorts for grantee learning/sharing.
 - c. Data and Evidence – Simone Combs from Our Children Our Families (OCOF) came in April. At the last meeting, D/E discussed how to get buy-in from potential OCOF champions. Jonathan and Saeeda will plan meetings with those members. Draft letter to OCOF. D/E is



San Francisco Department of Public Health

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also discussing articles on emerging science/strategies/studies. Roberto shared on water equity efforts.

- d. Infrastructure – set committee membership at 5, quorum is 3. Jorge, Roberto, Derik, Linda, and chaired by Rita until Michelle returns. Workplan – discussion about expert presentations. There are 4-5 meetings left before SDDTAC has to focus on recommendations. Each subcommittee should put forward 1-2 priority speakers. Christina sent email to committee chairs asking who do you want full committee to hear before November? Be specific about what we want them to talk about in 15 min and ensure they speak about how their work will inform the recommendations. Subcommittee chairs make case of why a particular speaker should present before November. Co-chairs will finalize speakers.

Infrastructure will work closely with Community Input to set framework about community engagement. Developed a timeline tool to help keep community engaged. Will pass on to community input for feedback. Shifting city dept presentations. HSA was invited to next meeting. July is break. August – SFUSD. Content presentations will be completed by October.

10. **Committee Member Proposed Future Agenda Items** [Discussion and Possible Action] – 5 min

- a. Capacity building support for CBO RFP
- b. Infrastructure support to help CBOs after the money has been granted.
- c. HSA request

11. **Announcements** [Discussion]

12. **Adjournment** - Joi motioned to adjourn the meeting. Janna seconded the motion. The meeting was adjourned at 8:23 pm.

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.

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- Briefly responding to statements made or questions posed by members of the public, or
- Requesting staff to report back on a matter at a subsequent meeting, or



San Francisco Department of Public Health

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City and County of San Francisco
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Mayor

- 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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San Francisco Department of Public Health

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City and County of San Francisco
London N. Breed
Mayor

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San Francisco Department of Public Health

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City and County of San Francisco
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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



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

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 influyen 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 responsable 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 komisyong board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanan. Tinitiyak ng 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.

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 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 telepono.

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 maaring isalin sa ibang wika matapos ito ay aprobahan ng komisyong board. 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



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

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 maaring 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.



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

Comparison between SDDTAC Recommendations and Mayor's Allocations FY 18-19

Item	SDDTAC Rx Amount	SDDTAC Rx %	SDDTAC Rx Agency	Mayor's Budget	% of Mayor's Budget	Mayor's Proposed Agency	Variance
Community-Based Grants	\$4,680,000	45% (7% school-based)	DPH/CHEP	\$3,817,000		DPH	
				\$728,000	7%	SFUSD via DCYF	
					\$4,545,000	44%	Total
School Food, Nutrition Education, Student Led Action	\$1,000,000	15%	SFUSD	\$1,500,000	14%	SFUSD via DCYF	\$0
	\$500,000		SFUSD			SFUSD via DCYF	
Food Access	\$1,000,000	9.6%	DPH	\$1,035,000	10%	DPH	\$35,000
Healthy Retail SF	\$150,000	1.40%	OEWD	\$150,000	1%	OEWD	\$0
Oral Health	\$1,000,000	10.0% (5.5% school-based)	DPH	\$550,000	5%	SFUSD via DCYF	
				\$450,000	4%	DPH	
					\$1,000,000	10%	Total
Infrastructure	\$1,000,000	10%	DPH/CHEP	\$800,000	8%	DPH	-\$200,000
Water Access - SFUSD	\$300,000	4% (3% school-based)	SFUSD	\$450,000	4%	SFUSD via DCYF	\$0
Water Access - Public Spaces	\$150,000		PUC/DPH				
SF Recreation & Parks	\$520,000	5%	RPD	\$520,000	5%		\$0
HOPE SF Peer Enhancements	\$0	N/A	N/A	\$400,000	4%	DPH	\$400,000
Total	\$10,300,000	100.0%		\$10,400,000	100%		



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

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.



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

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
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%	



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

	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:
Health education, food security, physical activity	<ol style="list-style-type: none"> 1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health 2. Physical Activity opportunities, including: a) Dance and movement, sports, yoga, walking groups, biking, etc.; b) Efforts to influence changes to the built environment (ie sidewalks, streets, parks, buildings, etc) or safety of the built environment that facilitates increased physical activity and walking and biking for utilitarian trips, sometimes referred to as active transportation); and c) pursuit of institutional or local policies that facilitate physical activity and active transportation (such as adequate PE time and instructors, commuter benefits for active transportation, etc) 3. Healthy Eating/Food Security*, including: a) Community-based pantries, community-based hot meals, community kitchens and community home delivery services; b) Increased financial resources (i.e. wages, income, government nutrition supplements, vouchers, etc.); c) Changes to the built environment that facilitate food security; and d) Pursuit of institutional or local policies that facilitate food security. 4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing 5. Community Based Participatory Research
CBOs working with SFUSD	7% of all CBO funding (eg 7% of approximately \$4.3 million) should go towards CBOs implementing programs/initiatives that take place in school settings. Funding to issue grants to CBOS should follow the guidelines above.
Media	To develop and implement a media campaign focused on the impact of the SDDT with an emphasis on grassroots, community-led storytelling. Community Based Participatory Principles will be utilized in the development of the storytelling campaign, with CBOs funded to co-develop the campaign with a contracted media agency. The funds should support both a local and regional media campaigns. The regional campaign should be in coordination with other jurisdictions with similar sugary beverage taxes to leverage resources and augment the intended goals of the SDDTAC. A portion of the local media campaigns must include a merchant education component. A smaller proportion of the funds (to be determined by the Department of Public Health and any contracted entities) may support media/communications campaigns that highlight the health harms of sugary beverage intake and encourage tap water consumption. A portion of the funds must include merchant education. The local campaign must include merchant education component. DPH/CHEP will contract with media agency, and oversee the campaign progress, with guidance from the Community Input Subcommittee on the local and regional community-led story telling campaigns and guidance from the Infrastructure Subcommittee on the merchant focused campaign.
Community engagement	Community engagement activities (ex. community conveners, focus groups, town halls, attending existing community meetings, etc.) to ensure that meaningful community engagement opportunities are fully integrated throughout the work of the SDDTAC, so that impacted populations can inform the decisions of the full committee.
SFUSD	
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 with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry.



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

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	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.
School-based education and case management	
INFRASTRUCTURE	
DPH 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>



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

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).
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.