



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

June 19, 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 – Roberto Vargas called the meeting to order at 5:10 pm.
 - a. Approval of Excused Absences [Action]
 - i. Excused absences – Janna Cordeiro, Michelle Kim. John Maa motioned to approved excused absences. Jorge Rivas seconded the motion. All voted in favor of approving excused absences.
 - ii. Unexcused absences – Joi Jackson-Morgan, Saeeda Hafiz, Jonathan Butler
2. Approval of Minutes for previous meeting [Action] – Aaron Kunz motioned to approve the minutes from May 15 meeting. John seconded the motion. All voted in favor of approving the May 15 meeting minutes.
3. Review and Consideration of Regular Agenda [Action] – Staff requested to move the agenda item 7 (city department HSA/DAAS presentation) before item 6 (DPH staff report). Jorge moved to approve the agenda with this change. Lauren seconded the motion. All voted in favor of approving the agenda with this change.
4. Public Comment – There was no general public comment.
5. Robert's Rules Overview – [Discussion] Austin Truong, Community Partnerships Specialist, San Francisco Youth Commission and Youth Commissioner, Calvin Quick, answered questions related to motions and the intent of Robert's Rules of Order. Robert's Rules of order should never make the job harder. It shouldn't exclude debate. It helps to track what items are at the table and makes it easier for the public to follow and track meeting outcomes.
 - a. Public comment is required before motions/action. There are three places for public comment:
 1. After initial presentation



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2. After discussion
3. Right before a vote

Depends on nature of the item. If public insight is useful, then it may be instance to have public comment before discussion. There is flexibility to keep discussing after public comment.

- b. Agendas – it is not required of commissions such as the SDDTAC to be as specific about the action to be voted on like at Board of Supervisor meetings. At BOS meetings, a topic has often been discussed many times and the agenda item poses a specific question to be voted on. At the SDDTAC, an agenda item may be the first time it is being discussed, so that level of specificity is not required.
 - c. A motion is a proposal of how you want to take an action. The chair will ask for motions. A motion needs to be seconded immediately or it will die. Staff will note all the motions on the table. When no more motions are made, the chair will then pass to voting on the motions. Vote on motions back to front because motions often build upon each other. As soon as a motion passes, you're done. Best practice is to have discussion before a motion is made so it does not die.
 - i. If a motion is not seconded immediately after, the motion will die. Helpful when the chair motions to have discussion for 15 min on the motion, closes the discussion, and allows for other motions to be immediately seconded.
 - ii. The chair must ask for seconds immediately after a motion is made. If it dies, then the chair declares that the motion did not receive a second, it is dead, and asks for any other motions.
 - iii. Multiple motions can be on the table, but they must be seconded.
 - iv. Motion to amend – ex. I motion to table the conversation on item 5A to item 7. Helps specify for note takers and for general public who is reading notes later, per sunshine.
 - v. Motion to suspend requires 2/3 majority to pass.
 - vi. Main vs. secondary motions: There can be secondary motions to amend a motion that is already made. Ex. Jane motions to approve the binder. Jack seconds the motion. Jill motions to approve the binder, but also makes a motion that the binder should be red, not blue. The motion is seconded. No more motions on the table, first vote on red or blue, then vote on approving the binder.
6. City dept report – Department of Aging & Adult Services (DAAS) Programs and Sugary Drinks Distributor Tax (SDDT) Funding by Mike Zaugg, Director on Office of Aging and Sarah Chan, staff nutritionist. SDDT funds allowed the expansion of services, cutting down on waitlist for home delivered meals, opening additional congregate meal sites. No dollars were swapped out from SDDT funds. This funding was possible from the Mayor and Board of Supervisor's "Healthy Addbacks" from FY17-18 and is not reflected in the SDDTAC budget recommendations. These allocations were made prior to the SDDTAC being seated and will continue.

Discussion:

- a. Meals include soft and low-sodium meals to meet some medical needs as well as ethnic meals to meet population requests (Asian, Japanese, American southern and western).



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- b. Meals are prepared fresh each day. Depending on the site, they are either prepared and delivered on steam trays to the location or prepared in an onsite kitchen. While the preference is always for fresh food, sometimes use can/frozen. All menus are approved by nutrition staff to meet USDA nutritional guidelines. No food is pre-packaged.
- c. Do not have data on whether they are employing folks from impacted populations, but all of the providers understand that as part of their mission, they serve specific regions/communities and understand that it works best to have staff who reflect the communities they serve. Mike will check with subcontractors to see if they have this data and report back to SDDTAC.
- d. Mike has extensive list of CBOs they work with including but not limited to: Self Help for the Elderly, Bayview Senior Center, Meals on Wheels, On Lok, Bookman Center, Project Open Hand, etc.
- e. There was no public comment for this agenda item.

7. DPH Staff Report [Discussion and Possible Action] – 15 min

- a. SDDT Revenue update – controller and tax office will both present to SDDTAC in August.
- b. DPH RFP Update – 2 RFPs have been released. Healthy Communities Grants info session on Monday. No info session for the support grants. Only e-questions.
Q – Explain rationale for how it's rolling out.
A – There was a lot of discussion about reaching smaller organizations that might not be reached through traditional methods. DPH has a bureaucracy that is difficult for smaller orgs to navigate. That is why DPH contracted with a project management agency, the SF Public Health Foundation, to put out the RFP for smaller organizations. One of their roles will be to help build capacity of these smaller organizations so they can eventually contract directly with DPH. As noted in the RFP on page 3, DPH will be issuing an RFP. However, during budget season, there is a block-out period for DPH putting RFPs into the community to forestall agencies going to Board of Supervisors to ask for add backs. DPH is working on the next RFP during the block-out period. The other three RFPs expected to come out are:
 - i. Healthy food purchasing supplement in June [was released June 20, 2019]
 - ii. SFUSD CBO through Public Health Foundation
 - iii. DPH RFP

Agreement with PHF is a 3-year contract. The first RFP is offering 3-year contracts with potential to extend to 5 years.

- c. Evaluation Update – reminder to look at draft tools. Harder + Co. shared eval framework with Data and Evidence Subcommittee and the RFP process eval tool with the Community Input Subcommittee. Staff sent the full committee an invitation to comment on the RFP process survey that will go out to organizations that express interest and applied or didn't apply to the PHF RFP. Staff sent the city survey tool for city agencies that have received funding to full committee. Provide your input by Thursday or Friday. Email went out on Monday with links for both.



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Discussion:

- i. Survey for RFP process – survey for any RFP or just for organizations with budgets <\$1M? This first survey is for the Healthy Communities Grants. There is potential to do same for the other RFPs, but they each need to be customized a little.
- ii. The Committee discussed the feasibility of making all budgets public for any projects spending SDDT funds for transparency for city, contractors and CBOs. The Committee discussed interest in *any* expenditures from city/contractors spending SDDT funds, not just CBOs. How much is being spent on salaries? Materials and supplies? Some members raised concern that while city salaries are public, it may be sensitive for non-city staff. Deliverables-based invoicing does not provide that level of detail. Staff have requested more budget information from RPD for Peace Parks. The conversation was tabled for future date and would like to know the feasibility and legality of requiring that level of detail in budgets.
- d. Strategic Planning consultant – Jonathan, Joi, Saeeda and Vanessa reviewed applications and made a recommendation for a consultant. DPH is working on putting together a contract and move forward.
- e. Media Update – The ad hoc media committee met and got a referral for another media agency. Received proposal last Friday and will be forwarding to ad hoc for their feedback. Although the Mayor has proposed to cut out the SDDTAC's media recommendation for \$680K in 19-20 and 20-21, there is still nearly \$500K for media from FY17-18 and FY18-19. Berkeley and Seattle both regret not spending more on media.
- f. Oral Health funding update – \$1M oral health budget for FY18-19 went to 3 areas -
 - i. \$200K to SFUSD to hire nurse. That happened in FY18-19 and she attends all Cavity FreeSF meetings. These funds also allowed hiring of health worker to do the follow up to connect with families, etc.
 - ii. \$450K to Oral Health Task Forces – These funds will be carry-forwarded for next year. Open contracts with DPH for variety of tasks.
 - iii. \$350K to double amount of school-based sealant and surveillance – for FY18-19, funds will be carried over to FY19-20. That money is still not in DPH. Fiscal is still working with SFUSD to figure out how to get the funds back to hire the staff to go into the schools and do the work. The current program goes into 12 schools. \$350K would allow to double the ES reached and there will also be opportunity to go into middle schools.
- g. Public comment – Katie Ettman, SPUR. Is there date for DPH RFP release? The Mayor's budget proposal cuts the line item for the strategic planning consultant. How much will be rolled over to pay for strategic planning consultant? Would love more info about what oral health task forces would do with the money.



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8. Subcommittee Update [Discussion and Action] - 60 min

- a. Co-chair update – vote on official communications re: mayor’s budget proposal; decisions on speakers for the full committee.

The co-chairs expressed their appreciation and optimism that the Mayor’s proposal mostly aligns with SDDTAC recommendations and invests in priority populations and increased the annual amount for investment of SDDT funds. They thanked the committee for the long hours and the process to put forward proposals for funding. Co-chairs concerns about the Mayor’s recommendations:

- i. No acknowledgement of the SDDTAC and community engagement efforts. The public must know about the process so they can continue to provide input to the committee in the future.
- ii. No media budget. Berkeley regrets not making deeper investments for public awareness about how revenue was spent.
- iii. Deeper investment in RPD without knowing the plan or opportunity to discuss/debate the merits of the investment
- iv. Increase of revenue is great, but SDDTAC wasn’t told there was an increase and therefore did not have opportunity to consider how to invest that money.
- v. Mayor’s press release combined funds for 2 years, which is a bit misleading.

Discussion: The committee discussed how they should respond to Mayor’s proposed budget. The budget must be signed by August 1. Committee discussed value of meeting with Mayor and BOS, sending letter to document concerns. The Committee cannot advocate, but they can as individuals. You can identify yourself as a member of the SDDTAC, but not that you are speaking on behalf of the SDDTAC.

- i. Roberto read a letter by Janna Cordeiro for public record in response to the Mayor’s proposed budget. Linda Barnard acknowledged the good work of the committee and found out about the Mayor’s recommendations for increased RPD money when everyone else did. Linda has requested information and details about the program from RPD leadership to be informed about the expectations.
- ii. Given the urgency and how late in budget season it is, focus of SDDTAC letter should be on what can be done now with regards to budget, and after the budget is passed, then SDDTAC can work to address the Mayor’s understanding of the SDDTAC, the public engagement process, as well as importance of appointing a health policy advisor who could serve as a liaison to the committee to keep her informed of rationale behind SDDTAC’s recommendations.
- iii. The goal of the soda tax is less SSB consumption, which means less money over time. From a public health perspective, you need to raise the taxes on unhealthy products to continue to reduce consumption.



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- iv. There is opportunity to change the budget. The BOS has flexibility to go back to SDDTAC's original letter and recommendations. Pull those out and point out not all got adopted and recommended by the mayor. Emphasize media budget for stories.
- v. Public comment
 1. Katie Ettman: the letter needs to go out immediately. Confirm next steps. What is editing process? The letter to the BOS should be simple with a singular ask: reinstate media budget. Follow up at later date with concerns about the revenue stream, processes, etc.
 2. Prasanthi Patel - CavityFreeSF is happy to send letter of rec to support SDDTAC recommendations.
- vi. Roberto motioned to send a letter to BOS to remind them of the SDDTAC recommendations, highlight that revenue is different from recommendations made, and elevate the importance of investing in media given what we've learned from Berkeley and Seattle. Vanessa seconded the motion. Rita, Derik and Linda abstained from voting. Lauren, Vanessa, Irene, Shelley, John, Jorge, and Aaron voted in favor. The motion passed. Roberto and John will send a draft of the letter by tomorrow and the committee will send feedback by Friday. Roberto tabled the communication with how to follow up with the Mayor for future date.
- b. Expert speakers – the co-chairs have not had time to discuss and will work with staff to schedule expert speakers as schedules permit.
- c. Community input (CI) – Harder + Co. presented RFP feedback survey tool and potential to do focus groups/interviews with key community groups like health equity coalitions, etc. focus on smaller orgs. Draft survey developed and will give feedback by Friday, 6/21. CI reaching out to health equity coalitions for input. They discussed with SDDT epidemiologist, Michelle Kirian, the need to disaggregate data and chronic disease data limitations. CI recommends someone presenting to full committee about data issues as it impacts how to measure impact of the SDDT. CI also discussed accountability and transparency related to seats to track communication with constituents they represent and need for bi directional feedback. They created a google doc to track the information. Infrastructure is talking about minimum requirement for seats around accountability and tracking info to community. Not every seat looks the same. CI will be looking at seats at that table and discuss what their min requirements are. They discussed need to submit a letter to BOS about concerns with Mayor's budget proposal; structure around regular updates on finances. Dept are giving some information and goes to transparency about how funds are being spent. Where has the money gone? How was it spent? And status of whether the funding is being spent. In July, they will discuss a grantee showcase related to community engagement.
- d. Data and Evidence (D/E) – D/E voted on official D/E members: Jonathan (chair), Roberto, Joi, Irene and Saeeda. Harder + Co. shared eval framework. Standardized questions of all grantees for city and cbo, employment capacity, etc. eval requirement from newer agencies to ramp up. Harder will share the eval tool in August. D/E will meet in July but will give feedback in 2 weeks.
 - i. UCSF's anchor institution initiative will better track employment of local community who are disproportionately impacted by health inequities. Data on employees from specific zip codes. We want to employ folks from community to implement these



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interventions. How many FTE are we spending to do this work? How much are we spending that is employing folks from impacted communities to do this work?

- e. Infrastructure – discussed need to clarify and establish lines of communication within depts so that the recommendations are going to the right people who interface with community. They discussed establishing some minimum expectations – not requirements – to provide guidance SDDTAC members. The focus is on the seat - what are the bodies and groups the person in each seat should be talking to; what meetings they should go to in order to keep bi-directional communication. Hear needs and bring back what SDDTAC talks about to the constituencies. Infrastructure will draft their own minimal expectations of their own agencies and discuss as a group and bring to full committee. **At next subcommittee meetings: discuss bullet points of what meetings/people you should talk to in your department. Discuss at July subcommittee meetings and send to Infrastructure to review. Infrastructure will bring to full committee. Staff can help with deadline.** Infrastructure also created a draft community engagement doc for public to know what reports are coming out and when so they know when different times are important to participate. CI will review and will then develop more polished version in the future.
2. Committee Member Proposed Future Agenda Items [Discussion and Possible Action] – 5 min
 - a. System of accountability for SDDT funds
 - b. Expert speakers - co-chairs will work with staff to see who is available so we don't lose a month.
 - c. Derik raised issue that not all seats are public health experts. A speaker on chronic disease/new science to inform future recommendations could be helpful for full committee. Rita agreed. UCSF scientists can be available to speak at full committee or D/E subcommittee.
 - d. Communications with mayor's office to be more proactive in future, understand process.
 - e. August - CI and Infrastructure can share accountability tool.
 - f. Public comment –Recommendation to add an extra SDDTAC meeting in June to discuss Mayor's budget proposal and the committee's response.
 - g. Roberto made a motion to accept these items for future agenda items. John seconded the motion. The motion passed unanimously.
 3. Announcements [Discussion]
 - a. Vanessa announced she will be going on maternity leave in September so August may be her last SDDTAC meeting for a few months.
 - b. This month, SSI recipients are now eligible for CalFresh. Go to HSA website and promote.
 - c. On June 26, SPUR is hosting an evening presentation from Jennifer le Barre from SFUSD to talk about good food implementation program. \$10 for non-SPUR members but talk to Katie Ettman if that is a barrier.
 4. Adjournment – Vanessa motioned to adjourn. Irene seconded the motion. The meeting was adjourned at 8:01 pm.



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Notes

PUBLIC COMMENT

General Public Comment: At this time, members of the public may address the SDDTAC Advisory Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee but do not appear on the agenda.

With respect to agenda items, the public will be given an opportunity to address the Committee when the item is reached in the meeting. Each member of the public may address the Committee for up to three minutes.

The Brown Act forbids a Committee from taking action or discussing any item not appearing on the posted agenda, including those items raised at Public Comment. In response to public comment on an item that is not on the agenda, the Committee is limited to:

- Briefly responding to statements made or questions posed by members of the public, or
- Requesting staff to report back on a matter at a subsequent meeting, or
- Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a.) 10.

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

Explanatory documents are available at the 25 Van Ness Ave, Suite 500 during regular business hours. If any materials related to an item on this agenda have been distributed to the SDDTAC after distribution of the agenda packet, those materials are available for public inspection at the address above during normal business hours.

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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683,
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Administrador del Grupo de Trabajo de la Ordenanza Sunshine (Sunshine Ordinance Task Force Administrator)

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Copias de la Ordenanza Sunshine pueden ser obtenidas del Secretario del grupo de Trabajo de la Ordenanza Sunshine, la Biblioteca Pública de San Francisco y en la página web del internet de la ciudad en www.sfgov.org. Copias de documentos explicativos están disponibles al público por Internet en <http://www.sfbos.org/sunshine>; o, pidiéndolas al 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 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.



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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 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 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 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 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 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.



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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.



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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%	<i>SFUSD via DCYF</i>	
					\$4,545,000	44%	<i>Total</i>
School Food, Nutrition Education, Student Led Action	\$1,000,000	15%	SFUSD	\$1,500,000	14%	<i>SFUSD via DCYF</i>	\$0
	\$500,000		SFUSD			<i>SFUSD via DCYF</i>	
Food Access	\$1,000,000	9.6%	DPH	\$1,035,000	10%	DPH	<i>\$35,000</i>
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%	<i>SFUSD via DCYF</i>	
				\$450,000	4%	DPH	
					\$1,000,000	10%	<i>Total</i>
Infrastructure	\$1,000,000	10%	DPH/CHEP	\$800,000	8%	DPH	<i>-\$200,000</i>
Water Access - SFUSD	\$300,000	4% (3% school-based)	SFUSD	\$450,000	4%	<i>SFUSD via DCYF</i>	\$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%	<i>DPH</i>	<i>\$400,000</i>
Total	\$10,300,000	100.0%		\$10,400,000	100%		



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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.



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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%	



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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 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	<p>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.</p>
Media	<p>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.</p>
Community engagement	<p>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.</p>



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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.
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	



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<p>DPH Infrastructure</p>	<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>
<p>Strategic planning</p>	<p>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</p>
<p>Evaluation</p>	<p>Additional funds for evaluation may:</p> <ul style="list-style-type: none"> 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
<p>WATER ACCESS</p>	
<p>Water Access - SFUSD</p>	<p>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.</p>



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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.