



# 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

March 20, 2019

5:00 pm

25 Van Ness Avenue, Room 70

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. Welcome new members – The Committee welcomed new members: John Maa, seat 2, representing health equity of Asian/Pacific Islanders, Derik Aoki, seat 16, representing children 0-5 years old, and Lauren Heumann, seat 9, SF Unified School District. The Committee celebrated the reappointment of returning members.

Approval of Excused Absences [Action] – Roberto reminded members of the attendance guidelines in the bylaws that they voted and approved at the February 6 meeting:

“Any member who misses three regular Committee meetings within any 12-month period without the express approval of the Advisory Committee at or before each missed meeting shall be deemed to have resigned from the Advisory Committee.

A Committee member’s absence shall be approved if the member has shown good cause for the absence. For purposes of attendance, good cause exists where the absence is due to unforeseen circumstances, such as illness or emergency. Good cause shall not extend to planned vacations or professional or personal scheduling conflicts.”

Based on the bylaws, Vanessa made a motion to approve excused absences: Michelle Kim. Janna seconded the motion. All voted in favor. Unexcused: Joi Jackson-Morgan and Linda Barnard.

2. Approval of Minutes for previous meeting [Action] –



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The Committee asked if the Treasury and Tax Collector's (TTX) report that \$417,000 was collected in the last quarter was correct. DPH staff confirmed that number is correct [as of 4/17/19, staff is still confirming that this number is accurate]. This year, the TTX provided revenue updates by quarter. In the future, they will give a report after the close of the fiscal year. Some businesses pay the tax early, some pay late. TTX reports that in the first calendar year, the TTX collected \$12 million from SDDT. The last quarter isn't due until end of August, so the SDDTAC get fiscal year revenue in September. John motioned to approve the minutes. Jorge seconded the motion. All voted in favor to approve the minutes.

3. Review and Consideration of Regular Agenda [Action] – Roberto highlighted the tables at the end of the agenda that now include FY 19-20 and FY 20-21 budget recommendations. Jorge moved to approve agenda. Saeeda seconded the motion. All voted in favor to approve the agenda. Derik asked for fuller conversation about controller's projections and report for a future agenda item.
4. Public Comment
  - a. Jeff Pollard spoke on behalf of the Vouchers for Veggies/EatSF program. Vouchers for Veggies has enabled him to support a family farm and buy local food. Food is medicine. He appreciates the work of the SDDTAC.
5. DPH Staff Report [Discussion and Action]
  - a. Gender Equity Commission Survey – The Department on Status of Women reviews commissions for equity on a range of levels. The surveys will be submitted to them by March 29.
  - b. Youth seat – The Youth Commission (YC) received two new applications and will interview them at their executive meeting on 3/27 at 4:30 in City Hall. Christina will be there. Let staff know if you would like to participate.
  - c. SDDTAC 2019 Annual Report – Epidemiologists are still tweaking the data files and then it will be sent to the designer to be formatted. On March 1, the Mayor's office received the final budget recommendations and the memo with the SDDTAC principles. They are aware that the full report with data will be coming later.
  - d. SDDT Revenue Update – as mentioned previously, DPH staff was told that \$417,000 was the correct amount collected in the last quarter. [As of 4/17/19, staff confirming if this number is correct.] Staff will invite the Treasury and Tax Collector to a future meeting to discuss reporting schedules in the next calendar/fiscal year.
  - e. Report release schedules – staff proposed the following schedule to improve the SDDTAC's ability to make their recommendations each March.
    - i. Data Report – DPH will provide a data report in August
    - ii. Evaluation Report will be submitted to SDDTAC in October because SDDT funds are on a fiscal year cycle. Funded orgs will have 1 month to close the books, 1 month to respond to evaluation, and then 1 month for evaluators to analyze and synthesize the data into a report.



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- iii. SDDTAC Recommendations are due by March 1 and all the other reports will be submitted with the committee's recommendations.

### Discussion:

- a. The Committee discussed what month they will take off during the summer and if it will impact this proposed reporting schedule. The Committee agreed that DPH can still submit the data report in August, and the SDDTAC can review at a subsequent meeting. The Committee will add to next meeting agenda a vote on which month to take a hiatus this summer. Janna motion to adopt the schedule that staff is proposing. Jonathan seconded the motion. There was no public comment. The motion passes. Staff will adjust the SDDTAC workplan to reflect the new reporting schedule.
  - b. The Board of Supervisors recently held a closed session to hear from city attorney about the options for a warning label. DPH has no information. This can be discussed on a future agenda.
  - c. Committee asked for an update on the RFP. DPH has no update on RFP and is currently working on bringing contractor onboard to serve as project management agency.
6. Harder and Company – Evaluation presentation [Discussion and Possible Action] Diana McDonnell and Juan Chung shared background of Harder and Co. who have been contracted by DPH for evaluation services. They started their work in January and are contracted for 2.5 years. They reviewed the one-page handout describing their evaluation goals and activities. Since January, they have reviewed past reports for SDDT and work from other jurisdictions doing similar work and have been working closely with Christina and others on logic models. Juan and Diana asked the Committee about what they'd like to measure and any challenges they foresee when evaluating smaller organizations.

Q1 - how do you create universal AND community-based measures? How do you also be mindful about what is realistic to measure in 1 year vs. tracking longer term grants?

A1 - Harder will develop evaluation questions that everyone should be able to answer. Maybe it will be based on how big the org is or how much they are getting, and different kind of inputs that we need from grantees. It could be that different ways of data collection from them. A minimum level and some uniform ways. Some may not have received a grant before. A part of this is capacity building. Don't want to create extra burden for grantees. Harder recognizes that the main goals of reducing chronic diseases like type 2 diabetes, heart disease are long term goals and will ensure that there are immediate and intermediate outcomes in the evaluation.

Q2 - SDDTAC tries to gather community input and incorporate data and evidence via subcommittees and seeks opportunities to find nexus between science and what most impacted communities would like to see. Have you figured out ways to build in community voice or perspectives? If you don't, are there opportunities to help develop that?

A2 – yes, Harder welcomes the committee's ideas.



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Q3 – What activities do you use to get data from grantees that have no experience with data collection?

A3 - some orgs don't have capacity, time, staff. Harder will figure out those barriers and be flexible with reporting requirements and provide technical assistance. Qualitative data is also important to capture.

Harder asked the Committee what barriers they should be aware of when working with smaller organizations.

### Discussion:

- a. Beverage industry will be watching closely. Don't allow the industry to twist and use our words and work against us.
- b. How do we tell a story? Media piece is important. What is the story that the data tells? Community stories are important, but we also need to be prepared to share basic metrics/numbers to show increase consumption of healthy foods, water, or whatever. Do it by population, by neighborhood, by agency. Showcase the early wins.
- c. Caution against making distinction between small, med, large orgs. It's important to have smaller targeted measures. Each community has their own challenges. Ex. It will be difficult to ask an immigrant community to give a lot of data. The storytelling is extremely hard and is challenging for all organizations, regardless of size. The qualitative piece is key.
- d. The intangible data around sense of belonging in SF could be fascinating and grounding. These data tie into mayor's goals and is more holistic. It's not just a soda tax. Capture the acts of caring.
- e. Organizations of every size are working on their own and need to make linkages to other orgs doing similar work.
- f. Try to build into the grantmaking that down the line that people who engage in school are engaging in community in different ways as well. Think about the short-term outcomes. People are distrustful of govt and it can be a difficult process to collect qualitative data.
- g. One of the things that we've heard repeatedly during the soda tax campaigns was - I don't want to pay more money and have the govt to throw it away. This is an opportunity to be a model hold city agencies accountable and tell the stories of all the good work that city dept and school district are doing. SDDTAC has special duty to show that tax dollars can make a real important impact. Need to hold city dept accountable.
- h. This year, SDDTAC did much better job of describing recommendations and the rainbow chart should be the foundation of the evaluation.
- i. Need to look at SDDT Principles and ensure that the data is analyzed to address all of the principles. Ex. How many orgs are funded in a particular zip code and to do what?
- j. HEAL convo has switched to anti-poverty strategies. Root cause of healthy living is larger than a cooking class. The activities laid out can be a guide, but community will tell you "I am poor and have all these other challenges". How do we capture their feedback that addresses social determinants of health?
- k. In addition to measuring impacted pops that are being served by services, also want to know if impacted pops are being employed to implement the interventions and how? Is it entry level, living wage, stipend, benefited, etc.?
- l. Are interventions culturally relevant to communities being served?



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- m. Is there a change in trust for service provider and for govt reinvesting the dollars back into the community?
- n. UCSF Scientists have expertise around food security interventions and could be a resource to evaluators. Ex. We know from food security experts that at the 3rd week of the month, people run out of public benefits. Are the interventions being targeted in ways that work and are meaningful for folks? Ex. are vouchers being given out in 2nd and 3rd week of the month?
- o. Can evaluators touch base with infrastructure committee because they are inviting depts to report back and don't want to duplicate efforts.

## Public Comment:

- a. Katie Ettman, SPUR: Who will be evaluating retailers? Is this supplanting other funds or is this new eval programming? Urge collaboration with other cities in Bay Area who are doing this - if we use the same metrics, it will make a stronger case.
  - b. Blythe Young – AHA - In prep for statewide soda tax, it's important to collaborate with other jurisdictions. Get community input through survey about how to spend the money in the future. Capture how is it going now, how is it working for you, and should it be working in the future?
7. Co-chair selection – [Discussion and Possible Action] – Jorge moved to open nominations. Vanessa seconded. The motion passed unanimously. Irene nominated Joi and Roberto to continue serving as co-chairs. Janna seconded the motion. Jorge motioned to close nominations. Janna seconded that motion. All voted in favor of having Joi and Roberto continue serving as co-chairs. Roberto accepted the nomination. Will put this on the next meeting agenda for Joi to publicly accept the nomination.
8. Subcommittee Update [Discussion and Action] - 20 min
- a. Co-chair update –
    - i. Supervisor meetings - Joi and Roberto have been communicating with BOS around recommendations on their own, but also as part of a group conversation with Shape Up SF Coalition. Via Shape Up SF, we've met with Supervisors Walton, Safai, Mar, Mandelman and will be meeting with Ronen's office this Friday. They have been generally supportive, and some Supervisors have expressed interest in other issues like the warning label and policy approaches they might work on with folks concerned with reducing SSB consumption. Saeeda and John are available for the Ronen meeting on Friday, 3/22.
    - ii. The Committee discussed what their response should be if the Supervisors ask what other policy ideas we'd recommend. There are other resources/experts that the committee can direct them to (ex. UCSF scientists, faculty from UC Hastings, Changelab Solutions, etc.), but in these meetings, you should keep conversation focused on the recommendations of the Committee. The conversation is happening in context of the budget cycle, and the Committee will need BOS to approve and adopt the Mayor's budget recommendations. Keep it focused on SDDTAC Rx. If Supervisors have ideas beyond SDDTAC recommendations, there is the \$1.2 mil in addbacks. If there are increases in tax, then the set asides are increasing as well. We should flag that for addback dollars. Consider prioritizing the addbacks.



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iii. Co-chairs are scheduling a meeting with Ashley Groffenberger from Mayor's budget office in the next couple weeks to hear what has changed, if anything.

b. Community Input –

- i. At their last meeting, Community Input discussed their workplan for what the \$50K community engagement could look like as the Mayor's Office may ask for more detail. They discussed possibility of using those funds for focus groups, listening sessions, grantee showcase, and accountability.
- ii. Accountability – The Subcommittee presented on their recommendations for transparency and accountability to the communities their seats represent, whether it's a dept or a community and to make clear the norms around our seats and accountability. How are we making decisions and what are our influences? The Committee discussed those seats representing communities/issue areas - how does this work for a topic as broad as food access/security? Or for an entire population? How do you balance and report back to the public so it's not too narrow? Ex. It's impossible to represent all Latinx. Vanessa brings issues to the Joint Health Equity Coalition as well as Chicano/Latino/Indegina Coalition. Do your due diligence. It's not written in legislation, but we do have responsibility to our seats. You don't just represent an organization, but a broader issue/population. Infrastructure will track the accountability reports in a Google Doc and update it in the annual report.
- iii. Feedback on community-based grant application process – The Subcommittee recommends a process of soliciting feedback from any organizations that apply or express interest in the RFP. Offer time during May and June Community Input meetings to do small group discussions and a survey. The Committee discussed that there are many opportunities to collect process evaluation – ex. Funding or non-funding notification. Did you get feedback on why you weren't awarded? Potential after contracts are executed to provide feedback. Subcommittee recommends that Harder come to a community input meeting.

c. Data and Evidence

- i. At last Subcommittee meeting, they worked on workplan for the next few months and focusing on 1-2 tasks each month. They've developed process for lit review and sharing back to the full committee, as well as a list of experts that they'd like to invite to present to the data and evidence subcommittee. Data and evidence are planning their work strategically to minimize the work they need to do in order to prepare for the annual report and related documents with these monthly presentations. They also worked on the appendix for the annual report that provides abstracts for all the articles they reviewed related to emerging SSB strategies/data/evidence.



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- ii. Jonathan is still working to schedule a meeting with Mayor's office to discuss collaboration of a PR campaign.
- d. Infrastructure
- i. Working on a tentative schedule for departments funded in FY18-19 to present to SDDTAC. Infrastructure recommends 1-2 presentations at each meeting, 5-7 minutes long. They added a few questions to be asked: based off survey developed for 17-18 funded agencies. Rita will share the link of questions. Rita moves to have a Standing agenda item for funded agencies from 18-19 to come report. Vanessa seconded. All in favor.
  - ii. Regional collaborations – The regional media campaign talks are ongoing, and the group is struggling to figure out what that means to collaborate on a regional media campaign.
  - iii. Strategic planning consultant – SDDTAC outlined \$40K in FY19-20 to get vision for next 3-5 years. Christina drafted questions for prospective strategic consultant. Rita share these questions as a Google doc for feedback. Deadline for comments - 2 weeks from now. Let staff know that if you want to be part of that conversation to identify a strategic planning consultant.
  - iv. Ask all subcommittees to list experts we should hear from and infrastructure will calendar it. Every subcommittee has a wish list and infrastructure can calendar. Send after your subcommittee meetings. Add to each subcommittee agenda.
- e. Public Comment - Blythe Young from AHA urges SDDTAC to consider how to make most impact of efforts and coordinated effort for messaging piece. Unique opportunity to pool money from regional. Looking at eval points most effective. AHA will be moving forward with moving forward with warning label on sugary drinks.
9. Committee Member Proposed Future Agenda Items [Discussion and Possible Action]
- a. Invite Controller's office to discuss projections
  - b. Invite TTX to discuss reporting
  - c. Invite evidence team - on pricing data. - they're not ready for that.
  - d. Discuss and vote on which month to take off in the summer
  - e. Warning label
  - f. How to add additional youth seat to legislation to enable youth perspectives at the table?
  - g. Report back from OEWD and DPH infrastructure.
  - h. Co-chair selection for Joi to accept nomination.
  - i. Do we need documentation of an extension? Follow up with DPH staff/CAO/city attorney office.
  - j. Public Comment – When Controller's office presents to discuss change in projections - if \$15M projection and it's actually \$12M, how does that affect set asides and addbacks that have been institutionalized and annual 1st quarter reporting and transparency? Moving forward like Philadelphia, put the revenue and here's how it was spent and make it public.
  - k. Addback dollars - if projections increase/decrease, is there a cap in additional dollars or if there is a decrease, is it matched proportionally?



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10. Announcements [Discussion]

11. Adjournment – The meeting was adjourned at 7:20 pm.

### Notes

#### **PUBLIC COMMENT**

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

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### 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](mailto: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](mailto: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 influncian 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](http://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 komision, board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanan. Tinutukoy 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](mailto: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](http://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

SFDPH | 101 Grove Street, Room 308, San Francisco, CA 94102



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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](mailto: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 KAPANANAN**

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](mailto: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 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](http://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>	
					<b>\$4,545,000</b>	<b>44%</b>	<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	<b>\$35,000</b>
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	
					<b>\$1,000,000</b>	<b>10%</b>	<i>Total</i>
Infrastructure	\$1,000,000	10%	DPH/CHEP	\$800,000	8%	DPH	<b>-\$200,000</b>
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>	<b>\$400,000</b>
<b>Total</b>	<b>\$10,300,000</b>	<b>100.0%</b>		<b>\$10,400,000</b>	<b>100%</b>		



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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
<b>COMMUNITY-BASED GRANTS</b>				
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
<b>TOTAL COMMUNITY BASED GRANTS</b>	<b>\$4,290,000</b>	<b>\$4,290,000</b>	<b>41%</b>	
<b>SFUSD</b>				
School Food, Nutrition Ed	\$1,000,000	\$1,000,000		SFUSD via DCYF
Student Led Action	\$500,000	\$500,000		SFUSD via DCYF
<b>TOTAL SFUSD</b>	<b>\$1,500,000</b>	<b>\$1,500,000</b>	<b>14%</b>	
<b>FOOD ACCESS</b>				
Healthy Food Purchasing Supplement	\$1,000,000	\$1,000,000		DPH/CHEP
Healthy Retail	\$150,000	\$150,000		OEWD
<b>TOTAL FOOD ACCESS</b>	<b>\$1,150,000</b>	<b>\$1,150,000</b>	<b>11%</b>	
<b>ORAL HEALTH</b>				
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
<b>TOTAL ORAL HEALTH</b>	<b>\$1,000,000</b>	<b>\$1,000,000</b>	<b>10%</b>	
<b>INFRASTRUCTURE</b>				
DPH Infrastructure	\$1,000,000	\$1,000,000		DPH/CHEP
Strategic planning	\$40,000	\$ -		DPH/CHEP
Evaluation	\$200,000	\$200,000		DPH/CHEP
<b>TOTAL INFRASTRUCTURE</b>	<b>\$1,240,000</b>	<b>\$1,200,000</b>	<b>12%</b>	
<b>WATER ACCESS</b>				
Water Access - SFUSD	\$ -	\$340,000		PUC via RPD/DPW?
Water Access - Public Spaces	\$300,000	\$ -		PUC via RPD
<b>TOTAL WATER ACCESS</b>	<b>\$300,000</b>	<b>\$340,000</b>	<b>3%</b>	
<b>SF Recreation &amp; Parks</b>	<b>\$520,000</b>	<b>\$520,000</b>	<b>5%</b>	RPD
<b>HOPE SF Chronic Disease Equity</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>4%</b>	DPH/Behavioral Health
<b>Total Proposed</b>	<b>\$10,400,000</b>	<b>\$10,400,000</b>	<b>100%</b>	





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	Budget Descriptions
<b>COMMUNITY-BASED GRANTS</b>	<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"> <li>1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health</li> <li>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)</li> <li>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.</li> <li>4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing</li> <li>5. Community Based Participatory Research</li> </ol>
Health education, food security, physical activity	
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.
<b>SFUSD</b>	
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.





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Student Led Action	Support student led efforts to decrease consumption of sugary drinks and increase awareness of sugary drinks consumption among students, with focus on schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry. SFUSD should provide to SDDTAC a proposal of how funding will be spent through student led action.
<b>FOOD ACCESS</b>	
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.
<b>ORAL HEALTH</b>	
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	
<b>INFRASTRUCTURE</b>	
DPH Infrastructure	<p><b>A. Personnel</b></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>B. Professional services</b> 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><b>C. Materials/Supplies</b> for meetings and printing costs</p> <p><b>D. Training</b> to support staff development</p> <p><b>E. Data</b> for collection (pricing), analysis (Nielsen) and purchase (IRI)</p>



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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
<b>WATER ACCESS</b>	
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).
<b>SF Recreation &amp; Parks</b>	To support staffing and supplies, including healthy food, for Peace Parks programs in target populations
<b>HOPE SF Chronic Disease Equity</b>	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.