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EXECUTIVE DIRECTOR



Mayor Mark Farrell

Department of Children, Youth and Their Families



Sugary Drinks Advisory Committee Update February 5, 2018 Prepared by: Michelle Kim

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General Overview of the “Soda Tax”



- Due to passing of Prop V, the measure would amend the City’s Business Tax and Regulations Code to impose a one cent per fluid ounce tax on the initial distribution within San Francisco of sugar sweetened beverages, beginning on January 1, 2018.
- The proposed amendment would establish a Sugary Drinks Distributor Tax Advisory Committee (SDDTAC) that would make recommendations to the Mayor and the Board of Supervisors on the effectiveness of the tax.
- Website: <http://sfgsa.org/sddtac>

SDDTAC update



- SDDTAC consist of 16 seats total: 8 seats appointed by Board of Supervisors, 8 seats appointed by Department Head
- Advisory Committee was finalized in September 2017. The first SDDTAC meeting was held in December 2017.
- Creation of subcommittees: Community input, data and evidence, and Infrastructure

| Seat # | Full Name | First | Last |
|---------|----------------------|----------|----------------|
| Seat 1 | Vanessa Bohm | Vanessa | Bohm |
| Seat 2 | Kent Woo | Kent | Woo |
| Seat 3 | Joi Jackson-Morgan | Joi | Jackson-Morgan |
| Seat 4 | Roberto Ariel Vargas | Roberto | Ariel Vargas |
| Seat 5 | Jonathan Butler | Jonathan | Butler |
| Seat 6 | Areeya Chananudech | Areeya | Chananudech |
| Seat 7 | Jorge Rivas | Jorge | Rivas |
| Seat 8 | Saeeda Hafiz | Saeeda | Hafiz |
| Seat 9 | Libby Albert | Libby | Albert |
| Seat 10 | Rita Nguyen | Rita | Nguyen |
| Seat 11 | Irene Hilton | Irene | Hilton |
| Seat 12 | Ryan Thayer | Ryan | Thayer |
| Seat 13 | Michelle Kim | Michelle | Kim |
| Seat 14 | Bob Palacio | Bob | Palacio |
| Seat 15 | Janna N. Cordeiro | Janna | Cordeiro |
| Seat 16 | Lyra Ng | Lyra | Ng |

General Overview of SDDTAC



The Committee's purpose and goal is to present recommendations to the Mayor and the Board of Supervisors on the effectiveness of the distributor tax. Each year the Committee will present on their findings for the Mayor and Board of Supervisors by March.

Meetings

First meeting of SDDTAC was December 21, 2017

Second meeting of SDDTAC was January 19, 2018

Upcoming Meetings:

1. Wednesday, February 14th 5pm @25 Van Ness, Suite 610
2. Wednesday, February 21st 5pm @ 25 Van Ness, Suite 610
3. Friday, March 2nd, 2pm @ City Hall, Room 416

SDDTAC update



Upcoming budget decisions

- FY 17-18: some funds already spent on other services. \$200,000 left to spend
- FY 18-19: SDDTAC to discuss recommendations for \$10.4 million for the next 3 upcoming meetings

Allocation of Soda Tax in FY 2017-18 and 2018-19 Budget



| | FY 17-18 Funding (\$/millions) | FY 18-19 Funding (\$/millions) |
|--------------------------------------|-----------------------------------|-----------------------------------|
| Revenue (Sources) | 5.8 | 11.6 |
| Expenditures (Uses) | | |
| Community Health Equity & Promotion | 2.3 | - |
| Peace Parks & Peace Hoops | 0.5 | - |
| Home Delivered Meals | 0.5 | - |
| Healthy Addbacks | 2.3 | 1.2 |
| Total Expenditures | 5.6 | 1.2 |
| Uncommitted Sources Available | 0.2 | 10.4 |

*See handouts for details and program descriptions

Details of Healthy Addbacks FY 17-18

| Program | District | Dept | Description | FY 2017-18 | FY 2018-19 |
|--|----------|------|---|------------------|------------------|
| Family Violence Services | Citywide | WOM | Direct services, training and assistance to improve San Francisco child abuse prevention and Intervention services buildign upon existing Family Resource Centers Initiative | 500,000 | - |
| Food Security - Congregate Lunch Meals | Citywide | HSA | Address current waitlist: Daily, hot, nutritious meals for seniors/adults with disabilities | 220,000 | 220,000 |
| Food Security - Healthy Food Purchasing Supplement | Citywide | DPH | Maintain current service levels: Vouchers and education to increase consumption and access to nutritious foods by increasing the ability of low-income residents to purchase fruits and vegetables at neighborhood vendors and farmers' markets in collaboration with DPH healthy Retail Program. | 50,000 | 50,000 |
| Food Security - Home-Delivered Meals (HDM) | Citywide | HSA | Address current waitlist: Delivery of nutritious meals, a daily safety-check/friendly interaction to homebound seniors/adults with disabilities who cannot shop or prebate meals themselves. Many providers offer home assessments/nutrition education/counseling. | 477,000 | 477,000 |
| Healthy Corner Store Retail | Citywide | ECN | Promoting corner stores and markets to sell healthy products as opposed to sugary beverages, etc. | 60,000 | 60,000 |
| Medical Assisting and Hospitality Training | Citywide | ECN | Funding to support Medical Assisting and Hospitality Training | 150,000 | - |
| Women's Health Rights in the Workplace Policy Coordinator | Citywide | DPH | New women's health in the workplace outreach coordinator to conduct outreach to businesses and provide trainings on women's health issues | 80,000 | 80,000 |
| Upgrading services for a food pantry in Ingleside/Ocean Avenue | 7 | DAS | Renovation and upgrades for a food pantry that serves residents on Ocean Avenue and Ingleside neighborhood | 25,000 | - |
| Day laborer mental health support in the Mission | 9 | DPH | Bilingual Spanish speaking Peer Health Navigator to conduct psycho-social training and individualized support sessions with Day Laborers In the Mission | 65,000 | - |
| I Am Bayview Marketing Campaign | 10 | ECN | Marketing campaign for Bayview merchant corridor | 20,000 | - |
| Mental health services | 10 | MOH | Mental health and trauma counseling services at Vis Valley elementary | 50,000 | - |
| Resilient Bayview | 10 | ADM | Enhancement of existing programming, including free training for residents and non-profits | 25,000 | - |
| Senior Fitness | 10 | HSA | Senior fitness programming at IT Bookman and George Davis | 200,000 | 200,000 |
| Third Street Economic Development | 10 | ECN | Development and marketing of Third Street corridor | 75,000 | - |
| Congregate Meal Program | 11 | HSA | Congregate Meal Program A | 75,000 | 75,000 |
| Congregate Meal Program | 11 | HSA | Congregate Meal Program B | 75,000 | 75,000 |
| Small business support | 11 | ECN | 1.5 FTE to serve Outer Mission and Broad Randolph business development | 115,000 | 6 |
| Addbacks funded with Soda Tax Revenue | | | | 2,262,000 | 1,237,000 |

Details Community Health Equity FY 17-18



DPH Community Health Equity Branch Spending

| Program | FY 17-18 Amount | Description |
|--|-----------------|--|
| Sunday Streets | 0.2 | Supports contract with Livable City to implement Sunday Streets events throughout SF which promote overall wellness |
| Black/African American Wellness and Peer Leadership (BAAWPL) | 1.4 | Supports contracts with Rafiki Coalition and YMCA to provide healthy eating and active living opportunities for the Black/African American community |
| Active Transportation/Pedestrian Safety | 0.4 | Funds to community for implementing active transportation, various community subcontracts to provide support for active transportation (walking and biking) through Safe Streets for Seniors and other linkages with Vision Zero |
| Healthy Eating/Active Living | 0.3 | Supports various community mini-grants supporting healthy eating and active living |
| Total | 2.3 | |

From SF's first "Soda Tax" Measure, Prop E (2014)



City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition E:

- The ordinance provides for a **tax of two cents per fluid ounce** on sugar-sweetened beverages sold in San Francisco, with the tax revenue dedicated to funding nutrition and health programs. Depending on consumer and market factors, the tax is estimated to generate between **\$35 million and \$54 million annually**.
- Revenue collected through the tax would be dedicated to health purposes with 40% to the San Francisco Unified School District for student nutrition services, 25% to the Department of Public Health (DPH) and to the Public Utilities
- Commission for health programs and for public drinking water stations, 25% to the Recreation and Park Department for recreation programs and 10% to DPH for community grant programs in health-related areas. Up to two percent of revenue may be used for administration and evaluation by the Treasurer/Tax Collector and other City departments.

From SF's first "Soda Tax" Measure, Prop E (2014)



City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition E:

- The ordinance specifies that these tax revenues may not be used to replace funds already budgeted by the City for the purposes of the ordinance. The Controller's Office estimates that this baseline expenditure amount is currently approximately \$25.2 million--with approximately \$20.7 million in Recreation and Park programs and \$4.5 million in DPH programs. Like other baseline programs, the City would be required to continue these programs going forward and grow them at the same rate as the City's discretionary revenue grows.
- The ordinance would place the tax on the initial distribution of each sugar-sweetened beverage in the City and details exemptions of various types such as for infant formula, medical products, and other specialized products. This statement does not address the impact of the proposed ordinance on the private economy.

Questions?

