



## San Francisco Department of Public Health

Grant Colfax, MD  
Director of Health

City and County of San Francisco  
London N. Breed  
Mayor

### Sugary Drinks Distributor Tax Advisory Committee Infrastructure Subcommittee

#### DRAFT MINUTES

March 14, 2022 – 10:00AM

Join Online Via Zoom

<https://sfdph.zoom.us/j/99043698826?pwd=enZBRHJRcG9EeXZWU3NDKy9SY1hHZz09>

Meeting ID: 990 4369 8826 Passcode: 227356

Join via mobile: +1(669) 900- 6833

\*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.

#### Order of Business:

1. Call to Order / Roll Call [discussion and action] - Meeting called to order at 10:04am.

Present: Larry McClendon, Linda Barnard, Maureen Guerrero, Michelle Kim  
Staff: Christina Goette

2. Approval of January Meeting Minutes [discussion and action]

In announcements: DYCF Fair spelled incorrectly.

Maureen motions to approve, Michelle Seconds. Passes unanimously

3. Approval of Agenda [discussion and action]

Linda motions to approve, Michelle seconds. Passes unanimously

There are no members of the public so will not be calling

4. General Public Comment

No public present.

5. House Keeping [discussion and possible action]

Congratulations to SDDTAC members for completing budget recommendations.

Seeking co-chair nomination. Michelle will be stepping down, Marna has agreed to continue, per the will of the committee. Co-chairs have 1 year term and meet with backbone staff monthly to prep for SDDTAC meetings.

COVID – this committee is not in the city charter so will continue to meet virtually.

Member discussed with having to do more interactive meetings with Board of Supervisors and Mayor's office, having two community chairs may be better because they can interact with public officials in a way that city staff cannot.

6. Potential Subcommittee Time Change [discussion and possible action]

Larry motions to change recurring infrastructure subcommittee meeting to second Monday of the month, 3:00 - 4:30 pm. Linda Seconds. Passes unanimously

7. Debrief of February SDDTAC Budget Recommendations Process [discussion and possible action]

Members feel that the budget recommendations process was smooth. Member sought out input on 2<sup>nd</sup> year budget recommendations and how Mayor may see it as is and accept. Member responds that the 2<sup>nd</sup> year will be discussed the following year can shift to support what is needed and what is happening in the community. There hasn't been an encounter yet where the Mayor's Office has challenged SDDTAC on its changes to 2<sup>nd</sup> year budget, but COVID also made things different. SDDTAC isn't locked in and can change mind. Member was worried about categories that hadn't been included, and thus to illustrate that SDDTAC aren't wavering on budget categories. Makes sense to have that discussion.

Member suggests that language change in some of the investments – and need to change the descriptions to fit the work better. Suggestion to discuss multi-year funding on breastfeeding budget category. Ensure that justification/descriptions fit the work and are updated. Staff responds that breastfeeding budget descriptions were updated and included funding for existing organizations doing breastfeeding work. Discussions on budget categories will be on the SDDTAC agenda for March.

8. Criteria for Support Letters [discussion and possible action]

Staff shared that a request came from a research group on a support letter. Co-chairs wrote a letter on behalf of themselves not as the committee without having time to get full committee support. The support letter was sent knowing about the requesting group and that it's a trusted group.

Member adds that within the SDDTAC there was some clear criteria about which letters SDDTAC felt comfortable in supporting. Criteria was discussed about what letters can be issued and why, such as ensuring that the purpose of support letter including the enhancement of the overall SDDT initiative local, state, and nationwide and if the requestor was supporting in that realm. Draft letter included letter about initiative of what SDDTAC is doing and need to circle back and go deeper. Members agree to table letter of support to next month's meeting.

9. Discuss possible agenda items for April Meeting [discussion and possible action]

- Letter of Support criteria and language – review of draft letter with Larry's edits
- Review list of SDDT funded organizations that have unspent funds/large unspent funds and discuss process to ensure organizations have what they need

10. Announcements

Recreation and Parks Department will host:

- April 9 Egg Hunters Paradise @ St. Mary's Rec Center
- April 16 Eggstravaganza @ Crocker Amazon

11. Adjourn

Linda motions to adjourn. Michelle seconds. Passes unanimously. Meeting is adjourned at 10:48am.

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,  
415-554-7724 (Office); 415-554-7854 (Fax), E-mail: SOTF@sfgov.org

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#### **DISABILITY ACCESS**

Family Violence Council meetings are held in room 617 at 400 McAllister Street in San Francisco. This building is

accessible to persons using wheelchairs and other assistive mobility devices.

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**SDDTAC Recommendations and Mayor’s Allocations FY 19-20**

| Item                              | SDDTAC Rx Amount    | SDDTAC Rx %   | SDDTAC Rx Agency | Mayor's Budget      | % of Mayor's Budget | Mayor's Proposed Agency | Variance    |
|-----------------------------------|---------------------|---------------|------------------|---------------------|---------------------|-------------------------|-------------|
| Community-Based Grants            | \$4,290,000         | 41.25%        | DPH/CHEP         | \$2,995,000         | 26.76%              | DPH                     |             |
|                                   |                     |               |                  | \$300,000           | 2.68%               | SFUSD via DCYF          |             |
|                                   |                     |               | Comm Engage      | \$50,000            | .45%                | Total                   | -\$345,000  |
| School Food, Nutrition Education, | \$1,000,000         | 14.42%        | SFUSD            | \$1,500,000         | 14%                 | SFUSD via DCYF          | \$0         |
| Student Led Action                | \$500,000           |               | SFUSD            | \$500,000           |                     | SFUSD via DCYF          |             |
| Food Access                       | \$1,000,000         | 9.62%         | DPH              | \$1,000,000         | 10%                 | DPH                     | \$35,000    |
| Healthy Retail SF                 | \$150,000           | 1.44%         | OEWD             | \$150,000           | 1%                  | OEWD                    | \$0         |
| Oral Health                       | \$1,000,000         | 9.62%         | DPH – Task Force | \$450,000           | 4.02%               | SFUSD via DCYF          |             |
|                                   |                     |               | Sealant Pgm      | \$450,000           | 3.13%               | DPH                     |             |
|                                   |                     |               | Edu/Case Mg      | \$1,000,000         | 8%                  | Total                   | \$0         |
| Infrastructure                    | \$1,000,000         | 11.92%        | DPH/CHEP         | \$1,000,000         | 8%                  | DPH                     | -\$240,000  |
| Water Access – SFUSD              | \$0                 | 2.88%         | SFUSD            | \$0                 | 4%                  | SFUSD via DCYF          | \$0         |
| Water Access - Public Spaces      | \$300,000           |               | PUC/DPH          | \$300,000           | 2.68%               |                         |             |
| SF Recreation & Parks             | \$520,000           | 5%            | RPD              | \$2,895,000         | 5%                  |                         | \$2,375,000 |
| HOPE SF Peer Enhancements         | \$400,000           | 3.85%         | N/A              | \$400,000           | 0%                  | DPH                     | \$400,000   |
| <b>Total</b>                      | <b>\$10,400,000</b> | <b>100.0%</b> |                  | <b>\$11,190,000</b> | <b>100%</b>         |                         |             |

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.

### SDDTAC Recommendations FY 21-22 and FY 22-23

|  | FY 21-22           | %             | FY 22-23           | %             | Department            |
|--|--------------------|---------------|--------------------|---------------|-----------------------|
| <b>COMMUNITY-BASED GRANTS</b>                      |                    |               |                    |               |                       |
| Health education, food security, physical activity | \$3,500,000        | 36.84%        | \$3,500,000        | 32.11%        | DPH/CHEP              |
| CBOs working with SFUSD                            | \$300,000          | 31.6%         | \$300,000          | 2.75%         | DPH/CHEP              |
| <b>TOTAL COMMUNITY BASED GRANTS</b>                | <b>\$3,800,000</b> | <b>40%</b>    | <b>\$3,800,000</b> | <b>34.86%</b> |                       |
| <b>SFUSD</b>                                       |                    |               |                    |               |                       |
| School Food, Nutrition Ed                          | \$1,000,000        | 10.53%        | \$1,000,000        | 9.17%         | SFUSD via DCYF        |
| Student Led Action                                 | \$500,000          | 5.26%         | \$500,000          | 4.59%         | SFUSD via DCYF        |
| Educational Investments                            | -                  | 0%            | \$150,000          | 1.38%         | SFUSD via DCYF        |
| <b>TOTAL SFUSD</b>                                 | <b>\$1,500,000</b> | <b>15.79%</b> | <b>\$1,650,000</b> | <b>15.14%</b> |                       |
| <b>FOOD ACCESS</b>                                 |                    |               |                    |               |                       |
| Healthy Food Purchasing Supplement                 | \$1,200,000        | 12.63%        | \$1,500,000        | 13.76%        | DPH/PHD               |
| Healthy Retail                                     | \$150,000          | 1.58%         | \$150,000          | 1.38%         | OEWD                  |
| <b>TOTAL FOOD ACCESS</b>                           | <b>\$1,250,000</b> | <b>14.21%</b> | <b>\$1,150,000</b> | <b>15.14%</b> |                       |
| <b>ORAL HEALTH</b>                                 |                    |               |                    |               |                       |
| Community task forces                              | \$450,000          | 4.74%         | \$450,000          | 4.13%         | DPH/MCAH              |
| School-based sealant application                   | \$350,000          | 3.68%         | \$350,000          | 3.21%         | DPH/SF Health Network |
| School-based education and case management         | \$200,000          | 2.11%         | \$200,000          | 1.83%         | SFUSD via DCYF        |
| <b>TOTAL ORAL HEALTH</b>                           | <b>\$1,000,000</b> | <b>10.53%</b> | <b>\$1,000,000</b> | <b>9.17%</b>  |                       |
| <b>INFRASTRUCTURE</b>                              |                    |               |                    |               |                       |
| DPH Infrastructure                                 | \$800,000          | 8.42%         | \$450,000          | 4.13%         | DPH/CHEP              |

|   |                    |              |                     |               |                |
|---|--------------------|--------------|---------------------|---------------|----------------|
| <b>TOTAL INFRASTRUCTURE</b>                           | <b>\$800,000</b>   | <b>8.42%</b> | <b>\$450,000</b>    | <b>4.13%</b>  |                |
| <b>WATER ACCESS</b>                                   |                    |              |                     |               |                |
| Water Access - SFUSD                                  | -                  | -            | \$400,000           | 3.67%         | SFUSD via DCYF |
| Water Access - Public Spaces                          | \$95,000           | 1%           | -                   | -             | PUC via RPD    |
| <b>TOTAL WATER ACCESS</b>                             | <b>\$95,000</b>    | <b>1%</b>    | <b>\$400,000</b>    | <b>3.67%</b>  |                |
| <b>SF RECREATION &amp; PARKS</b>                      |                    |              |                     |               |                |
| Peace Parks   | -                  | -            | \$650,000           | 5.96%         | RPD            |
| SVIP Funding – Peace Parks Transportation             | -                  | -            | \$225,000           | 2.06%         | RPD            |
| REQUITY: Outreach, Scholarships, Equity in Recreation | -                  | -            | \$900,000           | 8.26%         |                |
| <b>TOTAL SF RECREATION &amp; PARKS</b>                | <b>\$780,000</b>   | <b>8.21%</b> | <b>\$1,775,000</b>  | <b>16.28%</b> |                |
| <b>BREASTFEEDING</b>                                  | <b>\$175,000</b>   | <b>1.84%</b> | <b>\$175,000</b>    | <b>1.61%</b>  | DPH/MCAH       |
| <b>Total Proposed</b>                                 | <b>\$9,500,000</b> | <b>100%</b>  | <b>\$10,900,000</b> | <b>100%</b>   |                |

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|  | <b>Budget Descriptions: SDDTAC recommends investing in strategies that support mental health and wellbeing and workforce pathways for impacted/priority populations.</b>  |
| <b>COMMUNITY-BASED GRANTS</b>                      | City Departments should contract directly with CBOs through an RFP process managed through the Community Health Equity and Promotion (CHEP) Branch of the Department of Public Health. CBG should support community-based programs and services that address the health inequities of those most targeted by the beverage industry. Funding should go to Community Based Organizations (CBOs) and Faith Based Organizations (FBOs) for the following strategies:  |
| Health education, food security, physical activity | <ol style="list-style-type: none"> <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> |
| 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.   |
| <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.   |
| Educational Investments                    | Educational investments that support and strive for professional development in health and wellness across lifespan. Scholarships and other supports in higher education in medical technology and health field careers for Priority Populations and including para professionals.   |
| <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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| Evaluation   | Additional funds for evaluation may:<br>a. support community based participatory research (ex. street intercept, merchant interview, focus groups)<br>b. develop a system to collect data<br>c. expand technical assistance<br>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>                   |  |
| Peace Parks  | Peace Parks programming to serve priority populations  |
| SVIP: Peace Parks Transportation                   | Transportation for Peace Parks participants  |
| REQUITY: Outreach, Scholarships, recreation equity | Scholarships and programming for priority populations  |
| <b>BREASTFEEDING</b>                               | To fund a breastfeeding coalition to organize collective efforts across San Francisco to enable increased breastfeeding among Priority Populations. This coalition will mobilize action on policy, systems and environmental (PSE) changes to increase breastfeeding rates and duration, leveraging community strengths, and tackling structural barriers to reduce inequities to breastfeeding support. This would include funding for backbone support to: engage community stakeholders in a strategic planning and engagement process to develop a framework for short and long term goals embedding in principles of equity; help align breastfeeding support services in San Francisco including hospital, outpatient, and community based services to improve access to breastfeeding support; and provide technical assistance to partnering agencies (such as child care centers and businesses with less than 50 employees) to operationalize and implement breastfeeding friendly policies and practices. |

\* Funding should support programs and services that increase financial resources to purchase healthy food; access to healthy fruits and vegetables while minimizing processed foods for high-risk communities; foods that are affordable and convenient; and programs that support the consumption of healthy foods including the ability to prepare and store meals and the knowledge of basic nutrition, food safety and cooking. Priority programs should incorporate a community-based food security perspective and have demonstrated increased ability of food insecure residents to purchase, access, and consume consumption of healthy, fresh, low-to-no cost and culturally appropriate foods, including but not limited to food vouchers/incentives, transportation and delivery and prepared foods.

#### ONGOING ADBACKS FROM FY 2017-2018

| PROGRAM  | DEPARTMENT | DESCRIPTION   |        |
|--|------------|---|--------|
| Food Security – Healthy Food Purchasing Supplement | DPH        | Maintain current service levels: Vouchers and education to increase consumption and access to nutritious foods by increasing the ability of low income residents to purchase fruits and vegetables at neighborhood vendors and farmers’ markets in collaboration with DPH Healthy Retail Program. | 50,000 |
| Healthy Corner Store Retail                        | ECN        | Promoting corner stores and markets to sell healthy products as opposed to sugary beverages, etc.   | 60,000 |



|  |     |  |                  |
|--|-----|--|------------------|
| Food Security – Home Delivered Meals (HDM) | HSA | Address current waitlist: Delivery of nutritious meals, a daily-safety check/friendly interaction to homebound seniors/adults with disabilities who cannot shop or prepare meals themselves. Many providers offer home assessments/nutrition education/counseling. | 477,000          |
| Food Security – Congregate Lunch Meals     | HSA | Address current waitlist: Daily, hot, nutritious meals for seniors/adults with disabilities  | 220,000          |
| Senior Fitness                             | HSA | Senior fitness programming at IT Bookman and George Davis  | 200,000          |
| Congregate Meal Program                    | HSA | Congregate Meal Program A  | 75,000           |
| Congregate Meal Program                    | HSA | Congregate Meal Program B  | 75,000           |
|  |     | <b>TOTAL</b>   | <b>1,157,000</b> |

\*The Board of Supervisor’s made a series of addbacks in the FY 17-18 budget. When the Board of Supervisors makes changes to the Mayor’s budget, some of these changes are “addbacks” denoting the Board’s decision to add funds back for a particular service. Addbacks become part of an agency’s baseline budget.