



# San Francisco Department of Public Health

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City and County of San Francisco  
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Mayor

## Sugary Drinks Distributor Tax Advisory Committee Infrastructure Subcommittee

### NOTES

October 17, 2022 – 3:00PM

Join Online Via Zoom

<https://us02web.zoom.us/j/89379386335>

Meeting ID: 893 7938 6335

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 3:08pm.

Present: Larry McClendon, Michelle Kim, Saeeda Hafiz, Marna Armstead, Linda Barnard, Tiffany Kenison

Absent: Maureen Guerrero

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

Michelle motions to approve minutes. Linda seconds. 3 votes, minutes are approved.

3. Approval of Agenda [discussion and action]

Michelle motions to approve agenda. Linda seconds. 4 votes, agenda is approved.

4. General Public Comment

No Public Comment

5. House Keeping [discussion and possible action]

Staff share that the SDDT funded organizations and grantees will have a showcase of their work at the Glen Canyon Recreation Center on Friday, November 4, 2022. All SDDTAC members should have received invitation.

Staff is close to wrapping up application for SDDTAC application for community seats and working with the clerk of the Board of Supervisors. Outreach materials will be created, and subcommittee will discuss at agenda item 7.

6. AliahThink Tool: Budget Category Subelements Prioritizations [discussion and possible action]

Staff shared that after the SDDTAC voted on the SDDT domains, during a planning meeting with Saeeda, it became clear that lactation category on its own would unduly and heavily weighted. Staff consulted with the creators of AliahThink tool and it was recommended that the lactation category be added to the other domains in order for validity. The revised domains and subelements have been reorganized

for subcommittees with subject matter experts available for clarity. The SDDTAC will review the full domains. Since having all subcommittees review all subelements, it would be time consuming, and would not meet the deadline to submit recommendations by March 1, 2023.

Larry motions to accept domain configuration categories as presented. Michelle seconds. 3 votes. SDDT Budget Categories and subelements is approved.

Linda suggests to add wellness to the subelement title to Requity definition Physical Activity & Wellness + Scholarships.

a. Infrastructure Budget Category

Infrastructure subcommittee compared sub elements of the Infrastructure domain: staffing, evaluation/research/sales data, and marketing & outreach using the AliahThink tool.

Infrastructure subcommittee priorities the below sub elements of the Infrastructure domain:

- Staffing – 0.629 = 63%
- Evaluation/Research/Sales Data – 0.310 = 31%
- Marketing/Outreach - 0.061 = 6%

b. Healthy Food/Retail Category – tabled to next meeting

7. SDDTAC Outreach & Recruitment [discussion and possible action]

a. Previous Process for SDDTAC Outreach & Recruitment

Staff shared that they have begun revising supplemental questions to be added to the SDDTAC application and will send to the Clerk of the Board of the Supervisors. Outreach materials will be the next phase and for the infrastructure subcommittee to identify outreach and recruitment strategies for new SDDTAC candidates (seats 1, 2, 3, 4, 5, 6, 15, and 16). Two current SDDTAC members have shared that they will reapply.

b. Brainstorm Strategy for SDDTAC Recruitment

Staff shares that the ordinance states that seats 1-3 are to be designated to priority populations most impacted by sugary drinks, however they are not specifically assigned and it is to be dependent on data. The original SDDTAC and developers of the ordinance did intend for the seats to be representatives of Chicano, Latinx, Indigena, Black/African-American and Asian/Pacific communities.

Members discuss and agree to making announcements and targeted outreach to:

- culture districts monthly meetings
- Outgoing SDDTAC members
- Community coalitions
- SFUSD
- Youth Commission
- Current SDDTAC members as ambassadors to support outreach and recruitment
- Ensure that community is aware and recommend providing feedback during public comment section at the Rules Committee meeting during SDDTAC hearing so that Supervisors are aware of the community's interest to ensure that community representatives are considered and appointed.

Members agree at next meeting to brainstorm list of community groups who SDDTAC can send for engagement/recruitment for SDDTAC candidates. By early November, outreach materials will be developed.

8. Discuss possible agenda items for November Meeting [discussion and possible action]

- SDDTAC member recruitment/outreach

- Healthy Food/Healthy Retail Domain – AliahThink Tool

#### 9. Announcements

- Larry – Bayview Hunter’s Point will have a new grocery store – Lucky's Bayview, store replacing Walgreens at Bayview Plaza; owned by SaveMart companies, agreed to all suggestions from community and OEWD. There will be 100 employees will be hired from 94124 and other parts of the city; Ribbon cutting on 10/26/2022.
- Linda – CHARM committee – families in need of turkeys reach out to Linda (linda.barnard@sfgov.org), creating distribution list.
- Linda - 12/21/2022 Toy Distribution
- December infrastructure subcommittee meeting – 12/12 to 12/5

Michelle motions to move December 12, 2022, infrastructure subcommittee meeting to December 5, 2022. Larry seconds. 3 votes, motion passes.

#### 10. Adjourn

Michelle motions to adjourn meeting. Tiffany seconds. Meeting is adjourned at 4:30pm.

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.

Mayor’s Task Force on Anti-Human Trafficking meetings are held in Room 305 at City Hall, 1 Dr. Carlton B. Goodlett Place in San Francisco. City Hall is accessible to persons using wheelchairs and other assistive mobility devices. Ramps are available at the Grove, Van Ness and McAllister entrances.

Assistive listening devices, American Sign Language interpreters, readers, large print agendas or other accommodations are available upon request. Please make your requests for accommodations to Minouche Kandel (415) 252-3203, or [minouche.kandel@sfgov.org](mailto:minouche.kandel@sfgov.org). Requesting accommodations at least 72 hours prior to the meeting will help to ensure availability.

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**SDDTAC Recommendations and Mayor’s Allocations FY 22-23 and FY 23-24**

	SDDTAC Rx FY 22-23	Mayor’s Allocations FY 22-23	SDDTAC Rx FY 23-24	Mayor’s Allocations FY 23-24	Department Rx
<b>COMMUNITY-BASED GRANTS</b>					
Health education, food security, physical activity	\$3,000,000	\$3,000,000	\$3,000,000	\$3,000,000	DPH
Food As Medicine MediCal Waiver Program	\$250,000	\$0	\$0	\$0	DPH
CBOs working with SFUSD	\$305,000	\$300,000	\$300,000	\$300,000	DPH
<b>TOTAL COMMUNITY BASED GRANTS</b>	<b>\$3,555,000</b>	<b>\$3,300,000</b>	<b>\$3,300,000</b>	<b>\$3,300,000</b>	
<b>SFUSD</b>					
School Food, Nutrition Ed	\$1,170,000	\$1,135,000	\$1,000,000	\$1,135,000	DCYF/SFUSD
Student Led Action	\$535,000	\$225,000	\$500,000	\$225,000	DCYF/SFUSD

College Scholarships in Health	-	\$0	\$100,000	\$0	DCYF/SFUSD
<b>TOTAL SFUSD</b>	<b>\$1,705,000</b>	<b>\$1,360,000</b>	<b>\$1,600,000</b>	<b>\$1,360,000</b>	
<b>FOOD ACCESS</b>					
Healthy Food Purchasing Supplement	\$1,540,000	\$1,000,000	\$1,540,000	\$1,000,000	DPH
Healthy Retail	\$190,000	\$150,000	\$190,000	\$150,000	OEWD
<b>TOTAL FOOD ACCESS</b>	<b>\$1,730,000</b>	<b>\$1,150,000</b>	<b>\$1,730,000</b>	<b>\$1,150,000</b>	
<b>ORAL HEALTH</b>					
Community task forces	\$455,000	\$450,000	\$455,000	\$450,000	DPH
School-based sealant application	\$350,000	\$349,983	\$350,000	\$349,983	DPH
School-based education and case management	\$200,000	\$200,000	\$200,000	\$200,000	DCYF/SFUSD
<b>TOTAL ORAL HEALTH</b>	<b>\$1,005,000</b>	<b>\$999,983</b>	<b>\$1,005,000</b>	<b>\$999,983</b>	
<b>INFRASTRUCTURE</b>					
Marketing/Promotion/Outreach	\$150,000	\$0	\$0	\$0	DPH
Staffing/Research Support	\$800,000	\$623,764	\$800,000	\$632,741	DPH
<b>TOTAL INFRASTRUCTURE</b>	<b>\$950,000</b>	<b>\$623,764</b>	<b>\$800,000</b>	<b>\$632,741</b>	
<b>WATER ACCESS</b>					
Water Access - SFUSD	-	\$340,000	\$360,000	\$340,000	DCYF/SFUSD
Water Access - Public Spaces	-	-	-	-	RPD/PUC
<b>TOTAL WATER ACCESS</b>		<b>\$340,000</b>	<b>\$360,000</b>	<b>\$340,000</b>	
<b>RECREATION &amp; PARKS PHYSICAL ACTIVITY &amp; WELLNESS</b>					
Peace Parks	\$650,000	\$670,000	\$650,000	\$670,000	RPD
SVIP Funding – Peace Parks Transportation	\$225,000	\$225,000	\$225,000	\$225,000	RPD
REQUITY: Outreach, Scholarships, Equity in Recreation	\$800,000	\$2,017,213	\$800,000	\$2,017,213	RPD
<b>TOTAL RECREATION &amp; PARKS</b>	<b>\$1,675,000</b>	<b>\$2,912,213</b>	<b>\$1,675,000</b>	<b>\$2,912,213</b>	
<b>BREASTFEEDING</b>	-	-	\$150,000	-	DPH
<b>TOTAL</b>	<b>\$10,620,000</b>	<b>\$10,685,960</b>	<b>\$10,620,000</b>	<b>\$10,694,937</b>	

**Budget Descriptions: SDDTAC recommends investing in strategies that support mental health and wellbeing and workforce pathways for impacted/priority populations.**

**COMMUNITY-BASED GRANTS**

Health education, food security, physical activity	<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) 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</li> <li>3. 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>
Food As Medicine MediCal Waiver Program	One time infrastructure and capacity building grants for community based food organizations to prepare them to contract with health plans, use medical coding and billing, share confidential patient information, and other areas needed to access Medi-Cal funding for meals and groceries and nutrition services rendered.
CBOs working with SFUSD	Recommend 3% of all CBO funding 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.
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. Funding to also support adequate staffing for implementation.
Educational Investments	Educational investments across lifespan. Scholarships and other supports in higher education in health field for Priority Populations.
<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. These funds should be RFPed out to CBOs and FBOs. 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; food 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.

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>	
Marketing/Promotion/Outreach	Funds to DPH/CBOs/Private media firms to support media and communications that include 1) grassroots, community-driven awareness campaigns about the intent of the SDDT and the impact of the allocated funds; 2) city-wide communications campaign highlighting the impact and importance of the SDDT; 3) communications materials for merchants; and 4) and communicate the harmful impact of sugary drinks and healthy alternatives. Examples include community-driven, messaging, print, online, and social media campaigns. This also includes regular communication to SF Board of Supervisors, Mayor's Office, Board of Education and other elected officials via newsletters and other mechanisms.
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. Manage citywide/soda tax impact media. c. Manage development/production 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/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 develop framework and evaluate city agencies, CBO and FBO, and process evaluation from applicants, etc., iii) city attorney to provide ongoing technical consultation; iv) project management agency to offset fiscal intermediary costs.</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>
<b>WATER ACCESS</b>	
Water Access - SFUSD	SFUSD water station installation. Also, invest in signage and art to 3 stations to pilot evidence-based community informed model for what designs should be and water education. Allows for comparison of usage between pilot stations with art work/education and those without.
Water Access - Public Spaces	Public water station installation. Also, invest in signage and art to 3 stations to pilot-evidence based community informed model for what designs should be and water education. Allows for comparison of usage between pilot stations with artwork/education and those without.

RECREATION & PARKS PHYSICAL ACTIVITY & WELLNESS	
Peace Parks	To support staffing and supplies, including healthy food, for Peace Parks programs in target populations.
SVIP: Peace Parks Transportation	Transportation for Peace Parks participants
REQUITY: Outreach, Scholarships, recreation equity	Requity offers free dynamic, engaging, and culturally-relevant recreation programming to youth under 18 living in shelters, foster care, public housing, or in housing developments. Through a combination of onsite and hyper-local program, coupled with extensive outreach, Requity increases access to and participation in RPD's existing programs and scholarships by educating and informing families on what RPD can offer them.
<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 will also support community based organizations that are already supporting breastfeeding.

\* 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 ADDBACKS 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.