

San Francisco Sugary Drinks Distributor Tax (SDDT) EVALUATION REPORT 2022–2023 EXECUTIVE SUMMARY



Executive Summary

SAN FRANCISCO'S SUGARY DRINKS DISTRIBUTOR TAX (SDDT)

In November 2016, San Francisco voters passed Proposition V, a tax on the distribution of sugar-sweetened beverages. Proposition V established a one-cent per fluid ounce fee on the distribution of sugar-sweetened beverages, syrups, and powders within the City and County of San Francisco; which went into effect on January 1, 2018.

IN FY 2022-23,

72,981
people + **23,007**
students

(at minimum)
participated in SDDT-
funded grant programs

were enrolled at schools
supported with SDDT funds
(46% of all enrolled
SFUSD students)

At least **8% of BIPOC San Franciscans (and possibly as high as 13%)** participated in SDDT-funded programming in FY 2022-23¹

86% of SDDT-funded program participants believe that drinks with added sugar can harm their health.

Since participating in an SDDT-funded program, **81% of all participants now drink water more often.**

In FY 2022-23, 430 people were paid with SDDT funds as staff or stipended-positions:

91% of these people are BIPOC compared to 72% of employees of the City & County of San Francisco.

80% were residents of San Francisco compared to 42% of employees of the City & County of San Francisco.

The report aligns with the 2020-2025 SDDTAC Strategic Plan (for more information, please see www.sf.gov/sddtac).

1. This calculation was made by dividing SDDT's total number of BIPOC participants in FY 2022-23 by the total number of BIPOC residents in the city. The population-level demographic data is from the U.S. Census Bureau's American Community Survey 5-Year Estimates 2017-2021.

Overview of Findings

The following evaluation findings were generated for SDDT funding in Fiscal Year 2022–2023 (FY 2022–23), which includes July 1, 2022 through June 30, 2023.

Finding 1: Over the past five years, SDDT revenues have been invested in priority populations and places most targeted by the beverage industry.

Finding 2: Over the past five years, SDDT investments have accelerated structural and systemic changes, especially in access to healthy food.

Finding 3: Over the past five years, SDDT investments have improved cultural norms related to drinking more water, drinking fewer sugary drinks, and increasing fruit and vegetable consumption.

Finding 4: SDDT investments have increased economic opportunities and strengthened resident leadership within communities most burdened by inequities.

VideoVoice is a participatory approach to storytelling that combines words and images. Watch the full videos at www.sodatax-sf.org/data-overview/#videovoice or scan the QR code below.



“The most important part of the work that we do is giving a second chance to formerly incarcerated individuals. Getting out, starting over, looking for work, looking for opportunities is hard. For Farming Hope to give us opportunities, it’s big and life-changing.”

Recommendations

1. Continue to encourage San Franciscans to drink tap water (especially among populations that are reticent about the safety of tap water).
2. Continue to increase awareness about the negative impacts of sugary drinks and to reduce SSB consumption, especially among priority populations and places.
3. Ensure SDDT funding promotes policies and structural changes that encourage active lifestyles and physical activity.
4. Continue to support efforts to reduce health inequities in oral health outcomes.
5. Support residents from priority populations with economic and leadership opportunities.
6. Support SDDT-funded entities to increase their capacity to collect demographic participant data.
7. Continue to support SDDT evaluation efforts.
8. Encourage the use of braided funding to leverage SDDT funds for greater impact.
9. Ensure the SDDT Advisory Committee (SDDTAC) exists beyond the current 2028 end-date.
10. Share best practices, lessons learned, and evaluation findings from the San Francisco SDDT with other cities to highlight how local sugary drinks taxes can support health equity.



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PREPARED BY:
 raimi+ associates

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