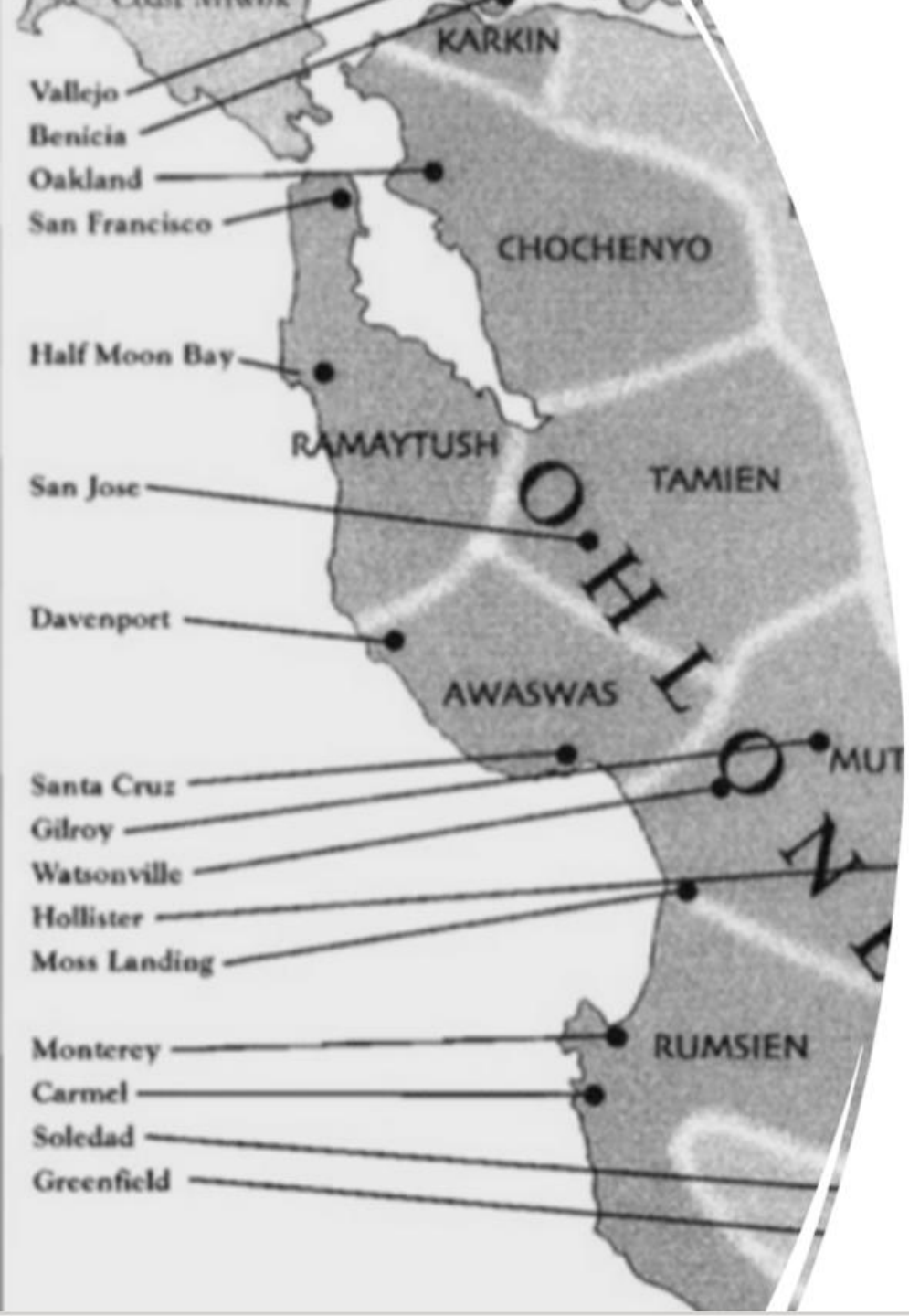
SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE MEETING

Wednesday, October 21, 2026

SDDT ADVISORY COMMITTEE MEMBERS

Seat 1 – Chester Williams (Health Equity)	**Seat 9 – Jennifer Lebarre** (SF Unified School District)
Seat 2 – Gabriela Castellanos (Health Equity)	**Seat 10 – Tiffany Kenison** (Chronic Disease, Department of Public Health)
Seat 3 – John Maa (Health Equity)	**Seat 11 – Rubin Sorrell** (Oral Health)
Seat 4 – Abby Cabrera (Research/Medical Institution)	**Seat 12 – Priscilla Rodriguez** (Food Access/Security, Department of Public Health)
Seat 5 – Jamey Schmidt (Research/Medical Institution)	**Seat 13 – Clara Obstfeld** (Department of Children, Youth & Their Families)
Seat 6 – VACANT (Youth)	**Seat 14 – Monica Ferrey** (Recreation & Parks Department)
Seat 7 – Alesandra Lozano (Office of Economic & Workforce Development)	**Seat 15 – Prasanthi Patel** (SF Unified School District Parent)
Seat 8 – Saeeda Hafiz (SF Unified School District)	**Seat 16 – Laura Urban** (Children 0-5 years old)



LAND ACKNOWLEDGEMENT

We acknowledge that we are on the unceded ancestral homeland of the Ramaytush Ohlone who are the original inhabitants of the San Francisco Peninsula. As the indigenous stewards of this land and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost nor forgotten their responsibilities as caretakers of this place, as well as for all peoples who reside in their traditional territory. As Guests, we recognize that we benefit from living and working on their traditional homeland. We wish to pay our respects by acknowledging their Ancestors, Elders and Relatives of the Ramaytush Community and by affirming their sovereign rights as First Peoples.

HOUSEKEEPING

- Restrooms - Access to restrooms on basement floor hallway
- Agenda item timer on screen
- Encourage members to speak up or use microphone
- Encourage members to take turns bringing snacks for each meeting to share the responsibility

AGENDA

1. Call to Order/Roll Call [discussion & action]
2. Land Acknowledgement & Housekeeping
3. Approval of Minutes for Previous (September) Meeting [action]
4. Review & Consideration of Regular Agenda [action]
5. General Public Comment
6. DPH Staff Report [discussion & possible action]
7. Presentation on Citywide Food Access, Cindy Lin, HSA [discussion & possible action]
8. 2027 SDDTAC Meeting Cadence [discussion & possible action]
9. SDDTAC FY 27-28 and FY 28-29 Budget Recommendations Strategy [discussion & possible action]
10. Strategic Implementation Plan 2026 - 2031 [discussion & possible action]
11. Subcommittee Updates [discussion & possible action]
12. Committee Member Proposed Future Agenda Items [discussion & possible action]
13. Announcements [discussion & possible action]
14. Adjournment [action]

6. DPH STAFF REPORT
[discussion and possible action]

A. SDDTAC Youth Seat Vacancy Update
B. Food Coordination Legislation Update
C. 2027 Biennial Food Security and Equity Report Community Meeting #2 - October 27, 2026 1-4pm at the Main Library
D. Updates to By-laws

7. Presentation on Citywide Food Access
[discussion and possible action]

Cindy Lin, Citywide Food Access Manager
San Francisco Human Services Agency (HSA)

8. Proposed 2027 SDDTAC Meeting Cadence

[discussion and possible action]

Month	ACTIVITY
Feb	• SDDTAC Advocacy • Evaluation Report Vote • SDDTAC Annual Report Vote
Apr	• Co-Chair Nominations • SDDT Grantee Presentation • New members begin term
Jun	• SDDTAC Co-Chair Vote • Mayor's Proposed SDDT Budget presentation • Subcommittees discuss virtual meeting renewal • SDDT Grantee Presentations
Aug	• Data Report Presentation • SDDTAC discusses subcommittees to meet virtually • SDDT Grantee Presentation
Oct	• Data Report Vote • SDDTAC votes on subcommittees to meet virtually • SDDTAC Budget Recommendations Discussions
Dec	• Evaluation Report Presentation • SDDTAC Budget Recommendations Vote

Bi Monthly SDDTAC Meetings (beginning in 2027)

- The proposed shift still exceeds legislative requirements (SEC. 5.33-5), as the body is only mandated to meet quarterly. If additional discussion or action is needed, a special meeting can be convened at any time, as long as it follows the Brown Act.
- Strategic planning implementation resides within subcommittees and designated owners. Subcommittees will continue to meet monthly.
- Aligns full committee meetings with the natural pace of subcommittee progress to support more efficient reporting, better use of member time, and a more streamlined decision-making process.

8. SDDTAC FY 27-28 and FY 28-29 Budget Recommendations Strategy [discussion & possible action]

Timeline

- **October**: SDDTAC discusses budget recommendations strategy
- **November**: Subcommittees work on budget recommendations and present to the SDDTAC and possible vote
- **December**: Subcommittees continue to work on budget recommendations (if not completed in November). SDDTAC votes on final budget recommendations **OR** plan advocacy strategy (if budget recommendations voted in November).
- **January - March**: SDDTAC chairs present budget recommendations to DPH, Mayor's Office staff and Board of Supervisors; SDDTAC members present/share budget recommendations to community.
- **March - June**: Mayor releases proposed budget by May 1.
- **May - June**: Advocacy to the Board of Supervisors.
- **July**: Board of Supervisors finalizes the budget and the Mayor signs it.

SDDTAC Budget Recommendations Process Survey Results

Highlights:

- Timeline - Continue to adopt the accelerated timeline. It supported strong advocacy, though the process felt rushed and may have limited deeper community input
- North Star and Bridge Plan budgets - Strong support for having multiple options, which increased alignment and understanding
- Bridge Plan Reflections: helped SDDTAC show compassion for SF financial situation, however unclear whether this effort was fully recognized. Consider renaming “North Star” to “Community’s North Star”

Budget Strategy Discussions

Community Input

- Prioritize community-based grants to support direct community impact
- No need for a bridge plan, as it diverts funds from core soda tax priorities
- Assess whether additional priority areas require higher allocation levels
- Direct SDDT tax revenue toward preventive oral health initiatives
- Add budget category focused on a public education campaign

Data+Evidence

- Prioritize community-based grants
- Data and trends remain consistent
- SDDTAC advocacy on behalf of community
- Avoid budget recommendation allocations that may increase disparities or set communities up for long-term challenges
- Consider threats/opportunities affecting budget categories
- Address existing gap in adult oral health in budget recs
- Rank budget categories to guide allocation amounts
- Explore funding for direct service program that address multiple priority areas

Budget Justifications

- **Early childhood nutrition/education (0-5) - (Healthy Apple)** Supports child care educators in implementing research-based best practices in nutrition and physical activity for children from birth to age 5 through the Healthy Apple Program.
- **Healthy school meals and nutrition education** - to improve nutrition environments, increase nutrition education, and support lifelong healthy eating habits.
- **Student-led action for healthy food and water consumption** - Supports student-led initiatives to promote healthy food and water consumption among peers and funds SFUSD staff to coordinate SDDT-funded wellness efforts across SFUSD.
- **Healthy food access for Peace Parks** - Healthy meals and snacks for the Recreation and Parks Department Peace Parks program that provides transitional-aged youth opportunities to engage in healthy recreational activities, building community wellness, and preventing violence in District 10 neighborhoods.
- **Healthy food purchasing supplements** - Increases affordability and access to fresh, nutritious foods for low-income residents. (EatSF Vouchers4Veggies and Market Match)

Budget Justifications continued

- **Healthy School Grants -** Supports CBO and school partnerships that engage students through moderate/vigorous physical activity and encourage life-long healthy eating/active living habits. (Ultimate Impact, Urban Sprouts, Project Commotion)
- **HSA Citywide Food Access Programs**
- **School-based oral health screenings and sealant applications** Provision of school-based oral health screenings and dental sealant applications and funds DPH staff to implement and coordinate oral health care for school-based youth.
- **Water access in school settings** increases access to safe, appealing drinking water through hydration station installations, reusable water bottles for all incoming SFUSD students, and education campaigns that promote water as the beverage of choice.
- **SDDT staffing** to support three positions: (1) backbone support for the SDDTAC; (2) staff to manage community-based grants, lead the CBO RFP process, provide technical assistance, and support evaluation efforts; and (3) an epidemiologist to conduct research and evaluation.

8. Budget Strategy [discussion and possible action] - 30 min

10. SDDTAC Strategic Implementation Plan 2026-2031 Update

[discussion and possible action]

Strategies

- Governance - DPH backbone staff
- Policy/Revenue Protection/Growth - SDDTAC
- Education/Awareness - Community Input Subcommittee
- Data/Evaluation - Data & Evidence Subcommittee
- Collaboration/Collective Impact - SDDTAC

Next steps

- Subcommittees will review assigned Year 1 strategies, goals and objectives
- Members sign up at subcommittee meetings to serve as drivers/owners for active objectives
- Drivers identify 2-3 next steps, key collaborators, and existing resources for their objectives
- Subcommittees use the implementation plan to track progress and bring updates/issues to monthly SDDTAC meetings
- Backbone staff supports follow-up, documentation, and items requiring broader committee action

11. Subcommittee Updates
[discussion and possible action]

1. Co-Chair
2. Community Input
3. Data & Evidence

12. Committee Member Proposed Future Agenda Items

[discussion and possible action]

13. Announcements

[discussion and possible action]

14. Adjournment
[Action]

Thank you!

November SDDT Meetings

- Community Input - Tuesday, November 10, 2026 4pm - VIRTUAL
- Data & Evidence - Thursday, November 12, 2026 - 10am - VIRTUAL
- In-Person Full SDDTAC - Wednesday, November 18, 2026 at 25 Van Ness, 6th Floor, Room 610 - Potluck

Agendas will be posted onto sf.gov/sddtac

SUGARY DRINKS ARE MAKING US SICK



The sugary drinks industry targets young people, parents, and communities of color to increase profits and brand loyalty despite scientific evidence that links sugary drinks to chronic diseases including type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay, and gout.

www.sodatax-sf.org