

SF SDDTAC June 9th

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Region Sr. Lead, Community Government Relations



American
Heart
Association.

Timeline of SSB Taxes

- 2014-2016 Berkely, Oakland, San Francisco and Albany Pass Taxes
- 2018 State of CA preempts new taxes for 12 years – to end in 2031
- 2021-2023 Penalty provision of preemption is ruled unconstitutional
- 2024 Santa Cruz Passes the first new tax in nearly a decade
- 2025 American Beverage Association files lawsuit against Santa Cruz Tax
- 2028 SF SDDTAC sunsets

CEO Nancy Brown sends an open invitation to dinner for CA Governor Jerry Brown



June 27, 2018

Governor Edmund G. Brown

c/o State Capitol, Suite 1173 Sacramento, CA 95814

Sent via Twitter to: @JerryBrownGov

Dear Governor Brown,

Let's have dinner together.

Senate Bill 872/AB 1838 would be a significant step backward for California and the nation. This bill will reach your desk in the next day or two and I urge you to call me before taking action.

Related Images



AHA CEO Nancy Brown

Nancy Brown, Chief Executive Officer,
American Heart Association

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“Let’s remember how we got here. Back in 2018, stung by multiple losses at the ballot box, this self-serving industry [secretly cut a deal](#) that put a 12-year moratorium on sugary drink taxes, aiming to take away the ability of California cities and citizens to raise revenue for important community priorities and to help fight heart disease, stroke and Type 2 diabetes. In 2023, the courts wisely found the penalty provision of the moratorium unconstitutional. Santa Cruz voters stood up for health and passed a sugary drink tax in November, but the beverage industry still won’t accept the will of the people.

“The American Heart Association stands with the citizens of Santa Cruz and remains [committed](#) to curbing sugary drink consumption and protecting health. The beverage industry stands for profits over health and burdens consumers and taxpayers with billions in needless health care costs, illness and premature death.

“The backroom dealing was wrong in 2018 and it’s wrong today. We call on Big Soda and its allies to stop with their lies and this costly litigation.”



American Heart Association.

Santa Cruz chose health first - and came out on top

Santa Cruz voters defeated Big Soda's lies. Congratulations on implementing a sugary drink tax to create a healthier future.

May 1 marks the beginning of a healthier Santa Cruz, as the new 2-cents-per-ounce sugary drink tax takes effect. By implementing the first new soda tax in California in nearly a decade, Santa Cruz will be making critical investments in programs and places that promote a healthier community.

Soda taxes work. Since 2014, California cities with similar taxes have invested tens of millions of dollars back into their communities, including programs and services that counter the harms of overconsumption of sugary drinks and help reduce the risk of heart disease, type 2 diabetes, tooth decay and some types of cancer.

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Heart.org/Reduce




American Heart Association.

Santa Cruz moves forward - and paves the way

Santa Cruz voters defeated Big Soda's lies. Santa Cruz joins Berkeley, Oakland, San Francisco and Albany by prioritizing the health of their communities and other cities can do the same.

Sugary drink taxes work. Since 2014, California cities with similar taxes have invested tens of millions of dollars back into their communities, including programs and services that counter the harms of overconsumption of sugary drinks and help reduce the risk of heart disease, Type 2 diabetes, tooth decay and some types of cancer.

By implementing the first new sugary drink tax in California in nearly a decade, Santa Cruz shows public support for community investments that put public health over profit.

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American Heart Association.

Big Soda, you're grasping at straws.

Going after a small community that put health first is just plain wrong.

A decade after Bay Area cities first showed that sugary drink taxes work, the beverage industry is still fighting a losing battle to protect their profits at the expense of your health and your vote.

Big Soda lost at the ballot box in Santa Cruz. Now, after pouring millions into a failed campaign, and almost a month after the voter-approved sugary drink tax took effect, an industry-backed lawsuit seeks to undermine the will of the voters and public health.

Santa Cruz voters passed a tax on sugary beverages to make their city healthier. The American Heart Association stands with the citizens of Santa Cruz and remains committed to curbing sugary drink consumption and protecting health.

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Next Steps for San Francisco SSBs

SDDTAC expires in 2028

2025-2026:

- Renew SDDTAC Committee through Board of Supervisors Action
- Develop materials of recommendations over time per Board Member
- Research what funding could be spent on if the tax were designated vs. general

2026-2028:

- Recommendations for how to design a designated tax could be used for a Ballot Measure
- Increase tax to 2 cents/oz and designate
- City Action or Petition Effort

Canzilla Returns

Special Thanks to SFDPH for loaning Canzilla to Measure Z in Santa Cruz

