

File No. 150243

Committee Item No. 4

Board Item No. 5

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: Land Use & Transportation

Date June 1, 2015

Board of Supervisors Meeting

Date JUNE 16, 2015

#### Cmte Board

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| <input type="checkbox"/>            | <input type="checkbox"/>            | Resolution                                   |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Ordinance                                    |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Introduction Form                            |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Department/Agency Cover Letter and/or Report |
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| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Application                                  |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Public Correspondence                        |

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Completed by: Andrea Ausberry Date May 28, 2015  
Completed by: \_\_\_\_\_ Date \_\_\_\_\_

[Administrative Code - Barring City Departments from Purchasing and City Contractors or Grantees from Selling or Distributing Sugar-Sweetened Beverages]

Ordinance amending the Administrative Code to bar City departments from using City funds to purchase sugar-sweetened beverages and to bar the sale or distribution of sugar-sweetened beverages under City contracts and grants.

NOTE: Unchanged Code text and uncodified text are in plain Arial font. Additions to Codes are in *single-underline italics Times New Roman font*. Deletions to Codes are in ~~*strikethrough italics Times New Roman font*~~. Board amendment additions are in Arial font. Board amendment deletions are in ~~Arial font~~. Asterisks (\* \* \* \*) indicate the omission of unchanged Code subsections or parts of tables.

Be it ordained by the People of the City and County of San Francisco:

Section 1. The Administrative Code is hereby amended by adding Chapter 101, Sections 101.1 through 101.7, to read as follows:

CHAPTER 101. RESTRICTING THE PURCHASE, SALE, OR DISTRIBUTION OF SUGAR-SWEETENED BEVERAGES BY OR FOR THE CITY.

Section 101.1. Title.

Section 101.2. Definitions.

Section 101.3. Barring City Departments From Using City Funds To Purchase Sugar-Sweetened Beverages.

Section 101.4. Barring the Sale, Provision, or Distribution of Sugar-Sweetened Beverages Under a City Contract or Grant.

Section 101.5. Waivers and Exclusions.

Section 101.6. Enforcement and Penalties.

1 Section 101.7. Administrative Regulations.

2  
3 SEC. 101.1. TITLE.

4 The title of this Chapter 101 shall be the Sugar-Sweetened Beverage Funding Ban Ordinance.

5  
6 SEC. 101.2. DEFINITIONS.

7 For purposes of this Chapter 101,

8 "Base Product" means the same as Powder.

9 "Beverage Dispensing Machine" means an automated device that mixes Concentrate with one  
10 or more other ingredients and dispenses the resulting mixture into an open container as a ready-to-  
11 drink beverage.

12 "Caloric Substance" means a substance that adds calories to the diet of a person who  
13 consumes that substance.

14 "Caloric Sweetener" means any Caloric Substance suitable for human consumption that  
15 humans perceive as sweet and includes, but is not limited to, sucrose, fructose, high fructose corn  
16 syrup, glucose and other sugars.

17 "City" means the City and County of San Francisco.

18 "Concentrate" means a Syrup, Powder, or Base Product that is used for mixing, compounding,  
19 or making Sugar-Sweetened Beverages in a Beverage Dispensing Machine. Notwithstanding the  
20 foregoing sentence, "Concentrate" does not include the following:

21 (a) Any product that is designed to be used primarily to prepare coffee or tea.

22 (b) Any product that is sold and is intended to be used for the purpose of an individual  
23 consumer mixing, compounding, or making a Sugar-Sweetened Beverage.

24 (c) Any product sold for consumption by infants, which is commonly referred to as  
25 "infant formula," or any product whose purpose is infant rehydration.

1                   (d) Medical Food.

2                   (e) Any product designed as supplemental, meal replacement, or sole-source nutrition  
3 that includes proteins, carbohydrates, and multiple vitamins and minerals.

4                   "Contract" means any agreement between the City and a person to provide or procure  
5 labor, materials, equipment, supplies, or services to, for, or on behalf of the City for a price to be paid  
6 out of monies deposited in the City Treasury or out of trust monies under the control of or collected by  
7 the City, but excluding agreements for a cumulative amount of \$5,000 or less per vendor in each fiscal  
8 year.

9                   "Grant" means any agreement between the City and a nonprofit entity to provide services to the  
10 public or a portion of the public, whether the agreement is funded by the City or by Federal or State  
11 grant funds.

12                   "Medical Food" means medical food as defined in Section 109971 of the California Health and  
13 Safety Code, including amendments to that Section.

14                   "Milk" means natural liquid milk, natural milk concentrate, or dehydrated natural milk  
15 (whether or not reconstituted), regardless of animal source or butterfat content. For purposes of this  
16 definition, "Milk" includes flavored milk containing no more than 40 grams of total sugar  
17 (naturally-occurring and from added Caloric Sweetener) per 12 ounces.

18                   "Natural Fruit Juice" means the original liquid resulting from the pressing of fruit, the liquid  
19 resulting from the complete reconstitution of natural fruit juice concentrate, or the liquid resulting from  
20 the complete restoration of water to dehydrated natural fruit juice.

21                   "Natural Vegetable Juice" means the original liquid resulting from the pressing of vegetables,  
22 the liquid resulting from the complete reconstitution of natural vegetable juice concentrate, or the  
23 liquid resulting from the complete restoration of water to dehydrated natural vegetable juice.

24                   "Nonalcoholic Beverage" means any beverage that is not subject to tax under Part 14  
25 (commencing with Section 32001) of the California Revenue and Taxation Code.

1 "Person" means any natural person, corporation, sole proprietorship, partnership, association,  
2 joint venture, limited liability company, or other legal entity.

3 "Powder" means a solid or liquid mixture of ingredients with added Caloric Sweetener used in  
4 making, mixing, or compounding Sugar-Sweetened Beverages by mixing the Powder with any one or  
5 more other ingredients, including, without limitation, water, ice, Syrup, Simple Syrup, fruits,  
6 vegetables, fruit juice, vegetable juice, or carbonation or other gas.

7 "Simple Syrup" means a mixture of sugar and water.

8 "Sugar-Sweetened Beverage" means any Nonalcoholic Beverage sold for human consumption  
9 that has one or more added Caloric Sweeteners and contains more than 25 calories per 12 ounces of  
10 beverage. Notwithstanding the foregoing sentence, "Sugar-Sweetened Beverage" does not include any  
11 of the following:

12 (a) Milk.

13 (b) Milk alternatives, including but not limited to non-dairy creamers or beverages  
14 primarily consisting of plant-based ingredients (such as soy, rice, or almond milk products), regardless  
15 of sugar content.

16 (c) Any beverage that contains solely 100 percent Natural Fruit Juice, Natural  
17 Vegetable Juice, or combined Natural Fruit Juice and Natural Vegetable Juice.

18 (d) Any product sold for consumption by infants, which is commonly referred to as  
19 "infant formula," or any product whose purpose is infant rehydration.

20 (e) Medical Food.

21 (f) Any product designed as supplemental, meal replacement, or sole-source nutrition  
22 that includes proteins, carbohydrates, and multiple vitamins and minerals.

23 (g) Any product sold in liquid form designed for use as an oral nutritional therapy for  
24 persons who may have a limited ability to absorb or metabolize dietary nutrients from traditional food  
25 or beverages.

1 (h) Any product sold in liquid form designed for use for weight reduction.

2 "Syrup" means the liquid mixture of ingredients used in making, mixing, or compounding  
3 Sugar-Sweetened Beverages using one or more ingredients, including, without limitation, water, ice, a  
4 Base Product, Powder, Simple Syrup, fruits, vegetables, fruit juice, vegetable juice, or carbonation or  
5 other gas.

6  
7 **SEC. 101.3. BARRING CITY DEPARTMENTS FROM USING CITY FUNDS TO PURCHASE**  
8 **SUGAR-SWEETENED BEVERAGES.**

9 No City officer, department, or agency (collectively, "department") shall use City funds to  
10 purchase Sugar-Sweetened Beverages in any form, except as specifically exempted from or allowed  
11 under this Chapter 101.

12  
13 **SEC. 101.4. BARRING THE SALE, PROVISION, OR DISTRIBUTION OF SUGAR-**  
14 **SWEETENED BEVERAGES UNDER A CITY CONTRACT OR GRANT.**

15 No person shall sell, provide, or otherwise distribute Sugar-Sweetened Beverages, in any form,  
16 as part of its performance of a City Contract or Grant.

17  
18 **SEC. 101.5. WAIVERS AND EXCLUSIONS.**

19 (a) A City officer, department, or agency (collectively, "department"), with the approval of the  
20 Purchaser, may waive the requirements of Sections 101.3 and 101.4 in full or in part if the department  
21 determines that strict application of the requirement would not be feasible, would create an undue  
22 hardship or practical difficulty, or that similar circumstances otherwise warrant granting of the waiver.  
23 The department's decision to grant a waiver shall be in writing.

24 (b) The provisions of Sections 101.3, 101.4, or both, shall not apply where the department  
25 makes a written finding that the application or inclusion of such provisions would violate or be

1 inconsistent with the terms or conditions of a grant, subvention or contract with an agency of the State  
2 of California or the United States or the instructions of an authorized representative of any such  
3 agency with respect to any such grant, subvention or contract.

4 (c) The provisions of Sections 101.3 shall not apply to the purchase by the Department of  
5 Public Health of Sugar-Sweetened Beverages for its patients, to be used in cases where a medical  
6 professional has determined that providing such beverages is part of the appropriate course of  
7 treatment for the patient. The provisions of Sections 101.4 shall not apply to the sale, provision, or  
8 other distribution of Sugar-Sweetened Beverages to patients as part of the performance of a Contract  
9 with or a Grant from the Department of Public Health in cases where a medical professional has  
10 determined that supplying such beverages is part of the appropriate course of treatment for the patient.

11 (d) Nothing in this Chapter 101 shall be construed to impair a contract, lease, management  
agreement or other agreement to which the City is a party on the effective date of this Chapter.

13 (e) Departments shall annually report all waivers granted under subsection (a) and  
14 determinations of non-applicability made under subsections (b) and (c) to the City Administrator, and  
15 include the reason for each waiver.

17 **SEC. 101.6. ENFORCEMENT AND PENALTIES.**

18 (a) Any person that sells, provides, or otherwise distributes Sugar-Sweetened Beverages in  
19 violation of Section 101.4 may be subject to administrative fines imposed by the City Administrator in  
20 the amount of:

21 (1) Up to \$500 for the first violation;

22 (2) Up to \$750 for a second violation within a twelve-month period; and,

23 (3) Up to \$1,000 for a third and subsequent violations within a twelve-month period.

24 (b) Except as provided in subsection (a), setting forth the amount of administrative fines,  
25 Administrative Code Chapter 100, "Procedures Governing the Imposition of Administrative Fines," as

1 may be amended from time to time, is hereby incorporated in its entirety and shall govern the  
2 imposition, enforcement, collection, and review of administrative citations issued by the Director to  
3 enforce this Chapter 101 or any administrative regulation adopted under this Chapter.

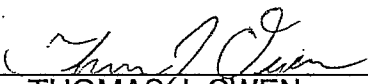
4 (c) Any person that sells, provides, or otherwise distributes Sugar-Sweetened Beverages in  
5 violation of Section 101.4 shall be deemed to have committed a material breach of the Contract or  
6 Grant and, after a noticed hearing, the person or entity may be barred for two years from receiving any  
7 City contract, grant agreement, or loan agreement.

8  
9 **SEC. 101.7. ADMINISTRATIVE REGULATIONS.**

10 The City Administrator, or at the City Administrator's discretion, the Purchaser, may adopt  
11 rules, regulations, or guidelines for the implementation of this Chapter 101.

12  
13 Section 2. Effective and Operative Dates. This ordinance shall become effective 30  
14 days after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor  
15 returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it,  
16 or the Board of Supervisors overrides the Mayor's veto of the ordinance. The operative date  
17 of this ordinance shall be September 1, 2015.

18  
19 APPROVED AS TO FORM:  
20 DENNIS J. HERRERA, City Attorney

21 By:   
22 THOMAS J. OWEN  
23 Deputy City Attorney

24  
25 n:\legana\as2015\1500454\01015759.docx



**LEGISLATIVE DIGEST**

(Substitute Legislation, dated 5/19/2015)

[Administrative Code - Barring City Departments from Purchasing and City Contractors or Grantees from Selling or Distributing Sugar-Sweetened Beverages]

**Ordinance amending the Administrative Code to bar City departments from using City funds to purchase sugar-sweetened beverages and to bar the sale or distribution of sugar-sweetened beverages under City contracts and grants.**

Existing Law

The City currently does not have any law regulating the purchase of Sugar-Sweetened Beverages by City departments. Nor does the City currently have any law regulating the sale or distribution of Sugar-Sweetened Beverages as part of a City contract or grant.

Amendments to Current Law

The proposal is an ordinance that would amend the Administrative Code. Starting September 1, 2015, no City department would be allowed to use City funds to purchase Sugar-Sweetened Beverages, as defined in the ordinance. And no person would be allowed to sell or provide Sugar-Sweetened Beverages, in any form, as part of its performance of a City contract or grant.

With the Purchaser's approval, a department could waive either prohibition if the department determined that strict application of the rule would not be feasible, would create an undue hardship or practical difficulty, or that similar circumstances otherwise warranted granting of the waiver. The prohibition would not apply to agreements where someone pays the City for the privilege of selling beverages, or to the Department of Public Health's use of Sugar-Sweetened Beverages to treat patients.

The City Administrator could impose administrative fines on City contractors or grantees who sold or distributed Sugar-Sweetened Beverages in violation of the ordinance. The fines could be up to \$500 for the first violation, up to \$750 for a second violation within a twelve-month period, and up to \$1,000 for a third and subsequent violations within a twelve-month period. And the violator could be barred from receiving other City contracts for two years.

\* \* \*

*The substitute ordinance makes one significant change to the legislation. The legislation on file, dated 3/10/2015, provides that no contractor or grantee would be allowed to sell or provide Sugar-Sweetened Beverages, in any form, as part of its performance of a City food services contract. A "food services contract" is defined as an agreement funded by the City to sell, provide or otherwise distribute meals, snacks, or beverages for immediate consumption.*

*The proposed substitute legislation, dated 5/19/2015, would broaden the prohibition to provide that no person would be allowed to sell or provide Sugar-Sweetened Beverages, in any form, as part of its performance of any City contract or grant.*

*The substitute ordinance also moves the operative date of the legislation from July 1, 2015 to September 1, 2015.*

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1415-RBM-15

**Youth Commission**  
City Hall ~ Room 345  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4532



(415) 554-6446  
(415) 554-6140 FAX  
[www.sfgov.org/youth\\_commission](http://www.sfgov.org/youth_commission)

**YOUTH COMMISSION**  
**MEMORANDUM**

**TO:** Derek Evans, Public Safety and Neighborhood Services Committee Clerk  
**FROM:** Youth Commission  
**DATE:** Wednesday April 7, 2015  
**RE:** Referral response to BOS Files Numbers: 150241, 150243, 150245, 150252

---

At our regular meeting of **Monday, April 6, 2015** the Youth Commission voted unanimously to support the following four motions:

**To support BOS File No. 150241** – Administrative Code - Prohibiting Advertisements for Sugar-Sweetened Beverages on City Property

**To support BOS File No. 150243** – Administrative Code - Barring City Departments from Purchasing and City Contractors from Selling or Distributing Sugar-Sweetened Beverages

**To support BOS File No. 150245** – Health Code - Sugar-Sweetened Beverage Warning for Advertisements

**To support BOS File No. 150252** – Resolution Supporting California Senate Bill 203 (Monning) - Sugar-Sweetened Beverage Safety Warning Act

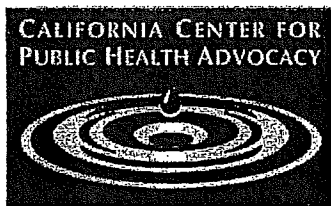
Youth commissioners support for these pieces of legislation follows on their previous support of efforts to curb sugary drink consumption to improve public health outcomes for young people, including their 2014 support of the proposed soda tax legislation and their participation in the Open Truth social media campaign.

Youth Commissioners thank the Board of Supervisors for their attention to this issue. If you have any questions about these recommendations, please do not hesitate to contact our office at (415) 554-6446, or your Youth Commissioner.

A handwritten signature in cursive script that reads "Michel Li".

Chair, Michel Li  
Adopted on April 6, 2015  
2014-2015 San Francisco Youth Commission

A nonpartisan, nonprofit  
organization established by the  
Northern and Southern California  
Public Health Associations



Post Office Box 2309  
Davis, California 95617  
Telephone 530.297.6000  
Fax 530.297-6200  
[www.PublicHealthAdvocacy.org](http://www.PublicHealthAdvocacy.org)

*Because health doesn't just happen*

May 28, 2015

Jane Kim  
San Francisco Board of Supervisors  
San Francisco City Hall  
1 Dr. Carlton B. Goodlett Place  
Room 244

**Re: Sugar-Sweetened Beverage Advertising and Purchasing Legislation**

Dear Supervisor Jane Kim:

The California Center for Public Health Advocacy (CCPHA) supports the legislation put forth by San Francisco Supervisors Malia Cohen, Eric Mar and Scott Wiener to address the epidemic of type two diabetes, obesity and other diseases related to the consumption of sugar-sweetened beverages. Their legislation will ban sugar-sweetened beverage advertisements on public property, require health warnings on all posted sugar-sweetened beverage advertisements, and ban city spending on sugar-sweetened beverages. These important policies will send a clear message that San Francisco understands the impact the consumption of these beverages has on its residents, will improve the health of people living in San Francisco, and will serve as a model for the rest of the country to follow.

CCPHA is a nonpartisan, nonprofit organization that tackles the underlying factors that perpetuate childhood obesity and diabetes. We advocate for policy change simultaneously at state and local levels, we network local efforts together for statewide impact, and we support our work with grassroots organizing, strategic research, media advocacy, and direct lobbying. We successfully helped establish nutrition standards for foods in schools and helped California become the first state to require menu labeling. We also have a history of working toward requiring health warning labels on sugar-sweetened beverages at the state level.

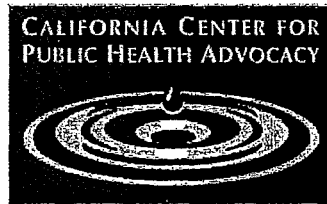
The facts related to the consumption of sugar-sweetened beverages are clear. One-third of today's youth—and one-half of African-American and Hispanic youth—will become diabetic if actions aren't taken. Drinking just one 12 ounce can of soda a day can increase your chance of getting type 2 diabetes by 25%. This is a public health crisis, and local policy leaders must take the lead to put forth innovative solutions to address the consumption of these drinks.

Please join supervisors Cohen, Mar and Wiener in their efforts to improve the health of San Francisco by voting to support these important measures. These are vital policies to the future health of San Francisco and the rest of the country.

Sincerely,

Harold Goldstein  
Executive Director  
California Center for Public Health Advocacy

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organization established by the  
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*Because health doesn't just happen*

May 28, 2015

Norman Yee  
San Francisco Board of Supervisors  
San Francisco City Hall  
1 Dr. Carlton B. Goodlett Place  
Room 244

**Re: Sugar-Sweetened Beverage Advertising and Purchasing Legislation**

Dear Supervisor Norman Yee:

The California Center for Public Health Advocacy (CCPHA) supports the legislation put forth by San Francisco Supervisors Malia Cohen, Eric Mar and Scott Wiener to address the epidemic of type two diabetes, obesity and other diseases related to the consumption of sugar-sweetened beverages. Their legislation will ban sugar-sweetened beverage advertisements on public property, require health warnings on all posted sugar-sweetened beverage advertisements, and ban city spending on sugar-sweetened beverages. These important policies will send a clear message that San Francisco understands the impact the consumption of these beverages has on its residents, will improve the health of people living in San Francisco, and will serve as a model for the rest of the country to follow.

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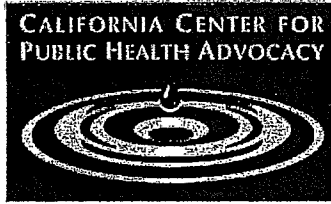
The facts related to the consumption of sugar-sweetened beverages are clear. One-third of today's youth—and one-half of African-American and Hispanic youth—will become diabetic if actions aren't taken. Drinking just one 12 ounce can of soda a day can increase your chance of getting type 2 diabetes by 25%. This is a public health crisis, and local policy leaders must take the lead to put forth innovative solutions to address the consumption of these drinks.

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Sincerely,

Harold Goldstein  
Executive Director  
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*Because health doesn't just happen*

May 28, 2015

John Avalos  
San Francisco Board of Supervisors  
San Francisco City Hall  
1 Dr. Carlton B. Goodlett Place  
Room 244

**Re: Sugar-Sweetened Beverage Advertising and Purchasing Legislation**

Dear Supervisor John Avalos:

The California Center for Public Health Advocacy (CCPHA) supports the legislation put forth by San Francisco Supervisors Malia Cohen, Eric Mar and Scott Wiener to address the epidemic of type two diabetes, obesity and other diseases related to the consumption of sugar-sweetened beverages. Their legislation will ban sugar-sweetened beverage advertisements on public property, require health warnings on all posted sugar-sweetened beverage advertisements, and ban city spending on sugar-sweetened beverages. These important policies will send a clear message that San Francisco understands the impact the consumption of these beverages has on its residents, will improve the health of people living in San Francisco, and will serve as a model for the rest of the country to follow.

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The facts related to the consumption of sugar-sweetened beverages are clear. One-third of today's youth—and one-half of African-American and Hispanic youth—will become diabetic if actions aren't taken. Drinking just one 12 ounce can of soda a day can increase your chance of getting type 2 diabetes by 25%. This is a public health crisis, and local policy leaders must take the lead to put forth innovative solutions to address the consumption of these drinks.

Please join supervisors Cohen, Mar and Wiener in their efforts to improve the health of San Francisco by voting to support these important measures. These are vital policies to the future health of San Francisco and the rest of the country.

Sincerely,

Harold Goldstein  
Executive Director  
California Center for Public Health Advocacy



Greater Bay Area Division

426 17th St, Ste. 300, Oakland, CA 94612  
Phone (510) 903-4050 Fax (510) 903-4049

[www.heart.org](http://www.heart.org)

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May 29, 2015

London Breed  
President, San Francisco Board of Supervisors  
San Francisco City Hall  
1 Dr. Carlton B. Goodlett Place  
Room 244

Re: Sugar-Sweetened Beverage Advertising and Purchasing Legislation

Dear Board President Breed and the San Francisco Board of Supervisors:

The American Heart Association is proud to support the legislation put forth by San Francisco Supervisors Malia Cohen, Eric Mar and Scott Wiener to: ban sugar-sweetened beverage advertisements on public property; require health warnings on all posted sugar-sweetened beverage advertisements; and ban city spending on sugar-sweetened beverages. Reducing consumption of sugar-sweetened beverages is an important way to improve health.

Soda and other sugar-sweetened beverages are the number one source of added sugar in the American diet, and are linked to increased risk of diabetes and other serious diseases such as heart and liver disease, obesity and tooth decay. Definitive scientific studies have concluded that a major cause of the dramatic increase in diabetes and the equally significant increase in California's obesity rate is that most people consume nearly 300 more calories per day than 30 years ago and 43 percent of that caloric increase comes from the consumption of sugar-sweetened beverages.

The American Heart Association recommends that adults consume no more than five to nine teaspoons of added sugar per day, and that children consume even less. A 20-ounce bottle of soda contains the equivalent of approximately 17 teaspoons of sugar.

Added sugars are associated with many of the major risk factors for heart disease including overweight and obesity, dyslipidemia including elevated triglycerides, chronic inflammation and hypertension.

The AHA has an aggressive goal of improving the cardiovascular health of U.S. population by 20% by 2020, and we are measuring our achievement of that goal through seven heart health factors, including blood pressure,

glucose, cholesterol, physical activity, tobacco use, body weight, and healthy diet. An important component of the AHA healthy diet metrics is to limit sugar-sweetened beverages to 36 ounces or 450 calories a week, based on a 2000-calorie diet, scaled accordingly for other levels of caloric intake. Policies such as the three being considered in San Francisco are steps in the right direction, providing public education and changing the environment to support health-promoting beverage choices.

Supervisors Cohen, Mar, and Wiener have put together a package of legislation that will educate communities on the danger of overconsumption of sugar-sweetened beverages. We support their efforts because it is sensible public policy. The adverse health effects of the overconsumption of sugar-sweetened beverages are harming our communities. For these reasons, we are proud to support them and urge you to join them in their efforts to improve the health of San Francisco by voting to support these important measures.

Sincerely,

Patricia Sprincin, Chair

Yerem Yeghiazarians, MD, FACC, FAHA, FSCAI, President

American Heart Association, San Francisco-San Mateo County

CC:

Malia Cohen, Member, San Francisco Board of Supervisors

Eric Mar, Member, San Francisco Board of Supervisors

Scott Wiener, Member, San Francisco Board of Supervisors

Angela Calvillo, Clerk, San Francisco Board of Supervisors



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**From:** Elliot Haspel [<mailto:ehaspel@gmail.com>]  
**Sent:** Thursday, May 28, 2015 11:23 AM  
**To:** Breed, London (BOS); BreedStaff, (BOS)  
**Cc:** Calvillo, Angela (BOS); Mar, Eric (BOS); Cohen, Malia (BOS); Wiener, Scott  
**Subject:** Re: Sugar-Sweetened Beverage Advertising and Purchasing Legislation

Dear Board President Breed and the San Francisco Board of Supervisors:

I am writing to support the legislation put forth by San Francisco Supervisors Malia Cohen, Eric Mar and Scott Wiener to address the epidemic of type two diabetes, obesity and other diseases related to the consumption of sugar-sweetened beverages. Their legislation will ban sugar-sweetened beverage advertisements on public property, require health warnings on all posted sugar-sweetened beverage advertisements, and ban city spending on sugar-sweetened beverages. These important policies will send a clear message that San Francisco understands the impact the consumption of these beverages has on its residents, will improve the health of people living in San Francisco, and will serve as a model for the rest of the country to follow.

I am an active resident of District 5, a former public school teacher, and the father of a 4-month-old. I want my daughter to grow up in a San Francisco that prioritizes health and its children over the interests of big corporations.

The facts related to the consumption of sugar-sweetened beverages are clear. One-third of today's youth—and one-half of African-American and Hispanic youth—will become diabetic if actions aren't taken. Drinking just one 12 ounce can of soda a day can increase your chance of getting type 2 diabetes by 25%. This is a public health crisis, and local policy leaders must take the lead to put forth innovative solutions to address the consumption of these drinks.

Please join supervisors Cohen, Mar and Wiener in their efforts to improve the health of San Francisco by voting to support these important measures. These are vital policies to the future health of San Francisco and the rest of the country.

Sincerely,  
Elliot Haspel

862 Haight St., #4  
San Francisco, CA 94117

CC/  
Malia Cohen, Member, San Francisco Board of Supervisors  
Eric Mar, Member, San Francisco Board of Supervisors  
Scott Wiener, Member, San Francisco Board of Supervisors  
Angela Calvillo, Clerk, San Francisco Board of Supervisors



# Out-of-Home Alcohol Advertising



## The Problem

Everyone, regardless of age, is exposed to out-of-home alcohol advertisements, almost as soon as they walk out the door. The connection between youth exposure to alcohol ads and underage drinking is well documented. The more ads kids see, the more likely they are to drink,<sup>1</sup> start drinking at an earlier age, drink more,<sup>2</sup> and experience alcohol-related problems.<sup>3</sup>

Out-of-home ads are not only traditional billboards and signs located outside. Out-of-home advertising includes various types of promotions located both outdoors (such as bus benches, kiosks, and vehicles such as buses and trucks), as well as inside (including video networks in subways and grocery stores, commercials before movies, and digital ads in airports, malls, and bars).

In 2012, advertisers spent \$6.7 billion on out-of-home advertising, a 22% growth over the last decade.<sup>4</sup>

Historically, the alcohol industry has been one of the largest purchasers of outdoor advertising.<sup>5</sup>

Advertisers have increasingly recognized that outdoor advertisements deliver a mass audience and reach consumers who are not exposed to newspapers or television news.<sup>6</sup>

Transit advertising is a particularly attractive medium. Research from New York City describes transit passengers as a captive audience; ads takes advantage of the proximity to other riders:

*Participants in focus groups in New York City said they welcome advertising in subway cars because the advertisements help them avoid uncomfortable eye contact with other riders and provide something to look at during trips.<sup>6</sup>*

A study that examined out-of-home alcohol advertisements in ten U.S. cities found that alcohol ads in inner-city neighborhoods, were most prevalent on billboards, often featured beer products, and marketed the quality of the products.<sup>7</sup>

One study in Central Harlem, New York, found many ads near schools, churches, and playgrounds. The authors concluded "predominantly Black neighborhoods continue to face high exposure to outdoor alcohol advertising, including around sites at which youth congregate."<sup>8</sup>

Researchers found that 25% of outdoor advertising in Central Harlem was dedicated to promoting alcohol. Exposure to this advertising increased black women's chances of being a problem drinker by 13%.<sup>9</sup>

In Boston, researchers found that alcohol ads reached the equivalent of every adult in the Greater Boston region, and every 5th- to 12th-grade public school student, each day. More alcohol ads were displayed in public transit stations in neighborhoods with high poverty rates than in stations in neighborhoods with low poverty rates.<sup>10</sup>

A study of alcohol ads near Chicago schools found that "exposure to outdoor alcohol advertising around schools is associated with subsequent youth intentions to use alcohol" even among sixth-grade nonusers of alcohol.<sup>11</sup>

Most major U.S. transit authorities currently ban alcohol advertising on public transit, yet city-controlled transit furniture (bus benches, kiosks, etc.) are often not included in those bans.<sup>12</sup>

Though many metropolitan transit agencies have policies banning alcohol advertisements, some agencies have backtracked on their commitment to public health and safety. Yet the public money spent by any urban center to mitigate alcohol-related harm (e.g. medical, hospital, and emergency services; law enforcement; legal services; rehabilitation, treatment, and prevention services), far outweighs any potential revenue from alcohol advertising.

Local and state governments can enact laws and policies to reduce youth exposure to alcohol advertising on billboards and other out-of-home media. Advertising restrictions are associated with decreased consumption: After five years, a full ban on billboard advertising was associated with an estimated 3.8% lower spirit consumption.<sup>13</sup>

### Bottom Line

Out-of-home alcohol advertising may be high-tech, but it's not inevitable or acceptable. Communities can hold the alcohol industry accountable and enact, strengthen, and enforce policies that prevent youth overexposure to alcohol advertising.

### References

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13. Zullo R, Bi X, Xiaohan Y, Siddiqui Z. 2013. The fiscal and social effects of state alcohol control systems. Ann Arbor, MI: Institute for Research on Labor, Employment, and the Economy, University of Michigan.

Print Form

# Introduction Form

By a Member of the Board of Supervisors or the Mayor

REV'D  
LJ BOARD  
8:19  
P  
Time stamp  
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion, or Charter Amendment)
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning "Supervisor [ ] inquires"
- 5. City Attorney request.
- 6. Call File No. [ ] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. [ 150243 ]
- 9. Reactivate File No. [ ]
- 10. Question(s) submitted for Mayoral Appearance before the BOS on [ ]

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission     Youth Commission     Ethics Commission
- Planning Commission     Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative Form.**

**Sponsor(s):**

Mar, Wiener, Cohen

**Subject:**

Ordinance amending the Administrative Code to bar City departments from using City funds to purchase Sugar-Sweetened Beverages and to bar the sale or distribution of Sugar-Sweetened Beverages under City Contracts and Grants.

**The text is listed below or attached:**

See attached.

Signature of Sponsoring Supervisor: ERIC MAR

Clerk's Use Only:

