



San Francisco Youth Commission

Draft ~ Minutes

Monday, March 3rd 2014

5:15pm-8:00pm

City Hall, Room 416

1. Dr. Carlton B. Goodlett Pl.

San Francisco, CA 94102

There will be public comment on each item.

Nicholas Persky, Michelle Kong, Joshua Cardenas, DeAsia Landrum, Angel Van Stark, Jina Bae, Anna Bernick, Sophie Edelhart, Monica Flores, Ramon Gomez, Michel Li, Lily Marshall-Fricker, Luisa Sicairos, Denesia Webb, Eric Wu, Joyce Wu, Ariel Yu

1. Call to Order and Roll Call

The meeting was called to order at 5:19 pm.

Commissioners present: Persky, Kong, Cardenas, Bae, Bernick, Edelhart, Gomez, Li, Marshall-Fricker, Sicairos, Webb, E. Wu, J. Wu, Yu

Commissioners absent: Van Stark, Landrum, Flores

Staff present: Phimy Truong, Allen Lu, Adele Carpenter

There was quorum.

Commissioner Flores was noted present at 5:22 pm. Commissioner Landrum was noted present at 5:52 pm. Commissioner Bernick left at 8:09 pm.

2. Approval of Agenda (Action Item)

Commissioner Joyce Wu motioned to approve the agenda. Commissioner Yu seconded. There was no public comment. The motion was approved by acclamation.

3. Approval of Minutes (Action Item)

A. February 3, 2014
(Document A)

Commissioner Sicairos motioned to approve the minutes from February 3, 2014. Commissioner Bernick seconded. There was no public comment. The motion was approved by acclamation.

4. Public Comment on Items not on Agenda (Discussion Only)

Supervisor Eric Mar informed commissioners that he is working on legislation to ban tobacco companies' targeting of youth for e-cigarette marketing and stopping the smoking of e-cigarettes in public. He asked commissioners to get involved in the issue. The e-cigarette agency is a 2



billion dollar industry and rising. He noted he is working with the Youth Leadership Institute on this legislation.

5. Legislation Referred from the Board of Supervisors (All Items to Follow Discussion and Possible Action)

- A. BOS file no. 140098 Initiative Ordinance Introduced – Business and Tax Regulations Code – Tax on Sugar-Sweetened Beverages to Fund Food and Health Programs
Sponsors: Supervisors Mar, Wiener, Avalos, Campos, Chiu, Cohen
Presenter: Peter Lauterborn, Legislative Aide, Office of Supervisor Eric Mar
(Document B)

Chair Persky welcomed Supervisor Eric Mar to speak about the legislation. Chair Persky summarized the process for handling legislation referred. Supervisor Mar thanked youth commissioners for their time. Supervisor Mar spoke about a Youth Speaks video on the issue of diabetes and obesity. Supervisor Mar noted he has a thirteen year old daughter and she has informed him about the harms of sugar-sweetened drinks. The industry is a million dollar a day industry that is harmful to young people. The supervisors have been building a coalition with community and youth groups to work on this legislation. \$31 million a year would be raised from the sugary beverage tax. The money would be overseen by 13 people, including two youth commissioners. 40% would go to the school district. 25% would go to the parks department. 25% would go towards healthy water resource. He then screened the video from the BiggerPicture.org featuring poet, Yosimar Reyes.

Supervisor Mar affirmed that a number of distinguished health researchers are substantiating the health risks of sugary beverages. The legislation does not target fruit juices or diet sodas. The legislation will fund physical education programs that have been defunded, as well as initiatives like the healthy corner store initiative.

Supervisor Wiener affirmed that the coalition that has formed around this measure, both at the Board of Supervisors and in the community, is impressive. The measure is supported by the CA Nurses Assoc., United Educators of SF, PTA, the Board of Education, and the AMA. The time has come to do something about the explosion of diabetes in San Francisco. 30% of teenagers have pre-diabetes. This will affect one in three Americans. 50 years ago, 48% of Americans smoked. We used labeling and taxes and put that money into education and health programs and now only 18% of people smoke. We are facing a strong lobby. The beverage industry just sent out the first mailer today, eight months before the legislation. The beverage industry will spend 15 million dollars on this campaign and spread misinformation. They will do anything they can to keep from saying it is giving people diabetes. They will play low income people off of this tax by calling it regressive. But if you look at the map and see who this is affecting, it is low income neighborhoods like the Bayview that have high rates of diabetes. This is a well crafted measure. It is earmarked for nutrition. There is language in the measure requiring that communities hardest hit by this health program are funded by this measure. The tax is on distributors, rather than on the grocers to protect small businesses.

Commissioner Sicairos applauded the supervisors for this legislation. She spoke about the difficulty of convincing people in her community to stop drinking soda and the financial stress caused by dental issues from soda. She asked a question about the inclusion of energy drinks. Supervisor Wiener affirmed they would look at the wording, and that the legislation was designed to include any drinks with added sugar or high fructose corn syrup.



Peter Lauterborn said that the wording should include “diet” to energy drinks.

Commissioner Yu clarified the difference between the excise tax rather than sales tax. Supervisor Wiener explained it is similar to cigarettes. The price is incorporated into the product up the chain, rather than something that shows up at the cash register.

Commissioner Gomez asked whether the price would actually go up, or if the beverage industry will take a hit, if the idea is to curb consumption. Supervisor Wiener explained that this has typically been proposed as “a penny per ounce.” He explained they went with 2 cents per ounce to make it harder for beverage companies to simply absorb the cost, especially with large volumes. The biggest problem is with large volume sales on underpriced sodas such as twelve packs. It is unlikely the beverage industry will absorb it. Mexico beat the U.S. to the beverage tax because they have an even worse diabetes problem than the U.S. San Francisco is beginning this initiative and we think it will set an example for other cities. Supervisor Mar explained that the legislators used a Yale professor’s calculation to say that 2 cents per ounce would seriously curb consumption. We need to show we have a coalition and demonstrate that we will not be fooled by the beverage industry’s lobby, but the effort needs youth support. The Navajo nation passed a great policy on this. There is the possibility that we are a tipping point in the effort to curb consumption of these harmful beverages. Supervisor Wiener emphasized the importance of having youth involvement on this issue. He explained he had been at Rooftop Elementary to speak to fourth graders who were debating this tax and that fourth graders really understood the reasoning for the tax.

Commissioner Bernick asked whether the beverage tax has any connection to the bag law. Supervisor Wiener explained that no, the bag law was not a city tax and it is unconnected to the beverage law. Commissioner Bernick asked where the soda tax money goes. Supervisor Wiener explained where the beverage tax dollars will go: expanded rec center hours, physical education in schools, 10% to community based organizations, and 25% to the Dept. of Public Health.

Supervisor Mar explained that the soda industry is fearful of increasing connection between health risks and soda and that the tax and awareness will hurt advertising effectiveness. The city hopes to align these efforts with social marketing campaigns.

Commissioner Edelhart asked whether sodas will now cost more than healthy alternatives. Supervisor Mar explained that it will likely still be cheaper than an organic drink, but that it will put it closer on par with water and milk. Supervisor Wiener explained that in some neighborhoods it is cheaper to buy sugary sodas than alternatives and that this is a problem. Part of the funding from this measure is used to expand access to drinking water through more water filling stations in schools and parks. Supervisor Mar explained the measure will also support the Healthy Cornerstore initiative to help small businesses to transform themselves to sell healthier items. He emphasized that federal government dollars subsidize the use of corn syrup in sodas.

Commissioner Eric Wu asked whether the curbing consumption statistics have been substantiated by polling. Supervisor Wiener affirmed he would be happy to provide the UCSF study that those figures were based on. The price hikes do not affect all consumers, but it will affect some. Still, for others it will mean they drink less, which is also a positive health outcome. Commissioner Wu asked whether the tax could be further increased without the ballot. Supervisor Wiener explained that state law requires the ballot to be used.



Commissioner Sicairos and Commissioner Bernick asked clarifying questions. Supervisor Wiener affirmed that this measure would not affect unsweetened beverages. Commissioner Eric Wu asked whether this addresses boba and milk tea. Supervisor Wiener confirmed that the legislation is not based on prepared drinks, but on packaged drinks. It would be too hard for small businesses to calculate the calories.

Commissioner Cardenas asked about the agency of young people to decide what they drink. Supervisor Wiener explained that these drinks are not being banned, but are being taxed. The healthcare issues associated with these drinks impact all of us. This measure sends a message to the industry that they cannot target people's health with subsidized unhealthy beverages. Supervisor Mar affirmed the legislation impacts not just obesity, but also the dental issues communities experience. He affirmed it was not about taking rights away, but raising awareness.

Commissioner Cardenas explained he asked youth whether it would affect their consumption and they were skeptical. Supervisor Wiener explained that the legislation will most likely impact the *amount* of soda people drink and large-volume purchases, not whether people drink soda. Supervisor Mar explained that sodas used to be 6.5 ounces and have gradually gotten larger. The tax is a small payment from distributors to fund programs that will help youth. He affirmed youth commissioners will have a say in how the funds are used. Supervisor Wiener affirmed the tax will apply to soda fountains and the tax applies to the first site of distribution within the City of San Francisco. Supervisor Mar explained that because they do not have authority over other jurisdictions, it provides some disincentive to those that buy soda from distributors in Daly City. This measure will require 2/3 of the electorate to pass.

Chair Perksy asked a question about the oversight committee and whether transitional age youth commissioners could be included. Supervisor Mar explained the intention was to get at school aged perspectives.

There was no public comment.

Commissioner Bernick motioned to support the legislation, seconded by Commissioner Joyce Wu. The motion was passed unanimously by a roll call vote.

6. Presentations (All Items to Follow Discussion and Possible Action)

- A. San Francisco Summer Jobs+ report
Presenter: Amy Thole, Program Specialist, MatchBridge
(Document C)

Amy Thole introduced herself and gave an overview of the outcomes of the Summer Jobs Plus initiative in 2013. She gave an overview of funding, hiring, and supporting corporate sponsors, city agencies, and community based organizations. In 2013 they initiative used doorway organizations to connect young people with job opportunities. In 2013, there were 2,206 private sector hires and 4,611 public sector hires. The initiative served a majority youth of color and a large number of jobs went to youth 14-18. The average hourly wage was 11.60/hour. 87% of youth served were low income. The largest numbers of youth served were from Bayview, Ingleside/Excelsior, and Visitacion Valley.

Moving forward, the initiative is placing job opportunities online and helping youth explore work-based learning opportunities such as job shadowing.



Commissioner Sicairos asked why so few youth from SOMA and the Tenderloin were served by the initiative. Ms. Thole explained she would have to look into the information. Commissioner Kong suggested pulling the data from districts, rather than just zipcodes. Commissioner Sicairos asked whether youth in SJ+ are also connected to educational support. Ms. Thole explained that she is working closely with the school district and city college to make stronger connections between worksite opportunities and educational opportunities. Commissioner Li asked whether the initiative had purposely reached out to higher needs youth. Ms. Thole explained that the initiative had intentionally reached out through networks of community based organizations in low income communities. Commissioner Li asked about outreach in schools. Ms. Thole explained that in the upcoming third year, more people are hearing about the initiative. Ms. Thole explained that the program is creating an ambassador program for youth outreach and would be undertaking a marketing campaign in April. Commissioner Flores asked whether there is a way to partner with youth throughout the process in creating the interviewing and hiring event. She asked how youth commissioners and other youth leaders can support the event and have youth present the day of the interview and hiring event. Ms. Thole welcomed youth commissioners to volunteer and to help with outreach. Commissioner Landrum asked about whether undocumented youth continue to be a priority population for the initiative. Ms. Thole affirmed that SJ+ is continuing to expand opportunities for undocumented youth. She suggested that youth commissioners could help by encouraging the City to continue the initiative past the two year granting point to make it a legacy program. Commissioner Kong asked about the effectiveness of the doorway organizations were, as well as outcomes for youth who got jobs through the program. Ms. Thole affirmed that the organizations were an important part of creating wrap around support for youth. As far as outcomes, the initiative would like the support of doorway organizations. Commissioner Bae asked why more high school youth than transitional age youth had received jobs. Ms. Thole explained that the figure shows the number of strong public sector youth employment opportunities for high school age youth. Commissioner Bae asked more specifically how the undocumented youth portion of the initiative would be included. Ms. Thole affirmed that she would follow up with a co-worker bottom lining the outreach to undocumented youth. Commissioner Kong asked whether SJ+ can address the income disparity that influences youth's attraction to private sector employment rather than becoming educators. Ms. Thole explained that that was a societal problem and the idea of the program was to expose youth to opportunities that help them make employment decisions. Commissioner Landrum asked about the process for creating doorway organizations. Ms. Thole explained there is a request for proposals process. Commissioner Kong asked how the program support work based learning during the school year. Ms. Thole explained that Matchbridge works on holiday job placement, as well as internship placement during the school year.

Public comment: *Adele Carpenter* asked about the outreach process to private sector employers. There was no further public comment.

Ms. Thole explained that United Way is constantly working with private sector employers to make pledges to hire young people.

Commissioner Landrum asked whether Twitter had made any pledges to hire young people. Ms. Thole explained that the tech companies were difficult to get pledges for youth employment opportunities and she suggested that youth commissioners check out the program "Girls Who Code."

7. Youth Commission Business (All Items to Follow Discussion and Possible Action)



- A. [Third Reading] Resolution 1314—02 Urging Creation of a Youth Voice Policy
Sponsor: Commissioner Nicholas Persky
(Document D)

Vice chair Kong took over as presiding chair for this item. Commissioner Persky pointed out a few amendments to this item since the last reading: the first 11 lines and the final resolved clause. Commissioner Persky read the resolution into the public record. Commissioner Edelhart, seconded by Commissioner Bernick, moved to approve the resolution. There was no public comment. The motion was passed unanimously by a roll call vote.

Commissioner Persky resumed chairing duties. He called a recess at 6:44pm. The meeting was called back to order at 6:55 pm.

- B. Motion 1314—04—Request for Youth Commission to Endorse the Our Children, Our City Stakeholder Council's Youth Town Hall Report
Sponsor and Presenter: Commissioner Eric Wu
(Documents E & F)

Commissioner Eric Wu read the motion into the public record. Commissioner Marshall-Fricke thanked Commissioner Wu for his work, as did commissioners Bernick and Gomez. Staff clarified that over 60 youth attended. There was no public comment. Commissioner Li, seconded by Commissioner Gomez moved to approve the motion. The motion was approved by acclamation.

- C. Motion 1314—05 Request for Board of Supervisors hearing on services and solutions for youth with incarcerated parents
Sponsor and Presenter: Commissioner Joshua Cardenas
(Document G)

Joshua Cardenas read the motion into the public record. Commissioner Cardenas explained that the committee is working with youth leaders at Project WHAT to develop the goals and agenda for a possible hearing. He gave further context for the need for a hearing on issues affecting youth with incarcerated parents. Commissioner Marshall-Fricke asked whether Project WHAT had reached out for support. Commissioner Edelhart explained that Project WHAT had been working with youth commissioners for some time and was working to turn their priorities into legislation and that youth commissioners proposed having a hearing. Commissioner Landrum commended the work commissioners had done on the motion.

There was no public comment.

- D. [First Reading] Resolution 1314—03—Resolution urging to modify MUNI fare structure to make 18-year-olds eligible for youth discounts
Sponsor and Presenter: Commissioner Nicholas Persky
(Document H)

Commissioner Kong assumed chairing duties for this item to allow Commissioner Persky to present. Commissioner Persky explained that the current problem is that the SFMTA definition of "youth" is 5-17 year olds, even though there are a high number of 18 year olds in SFUSD schools. $\frac{3}{4}$ of SFUSD seniors will turn 18 during their senior school year. There is a super drastic fare increase at age 18: a 167% fare increase for the cash fare. An 18th birthday does not connect youth with more financial or employment resources. For youth with Free MUNI, the



monthly price goes from \$0 to \$66/month. Of regional transit agencies, only AC Transit and Golden Gate transit consider 18 year olds youth. By SFMTA changing their fare structure, we hope more regional agencies will follow suit.

He explained that the youth MUNI fare should apply to all 18 year olds even though not all 18 year olds are high school students. He explained this would be an administrative burden and verification nightmare. Clipper cards can only distinguish by age, and cannot distinguish by school status.

He explained that the resolution encourages the inclusion of 18 year olds in the youth fare structure, as well as investigation into the needs of transitional age youth in reduced fare structures. He implored fellow commissioners to get involved the next day at the SFMTA meeting and get involved with the Free MUNI for youth coalition.

Commissioner Persky then read the resolution into the public record.

Commissioner Eric Wu asked how much additional cost would be incurred by SFMTA if this action were taken. Commissioner Persky estimated approximately 2.9 million dollars and asked staff to confirm. Since it was recently found that Free MUNI for youth cost half of SFMTA's projections and Google recently made a major contribution to SFMTA to cover Free MUNI for youth, there should be space opening up in SFMTA's budget. Director Truong suggested sharing this presentation at future regional transportation summits. Commissioner Li asked how eighteen year olds would be verified. Commissioner Persky explained that while a program could be created that verified student status would consume savings from only making it for high school students by absorbing it into MTA staff that would need to be paid to verify school statuses. Commissioner Flores asked if the cost figure was based on the amount that MUNI would lose by 18 year olds not paying. Commissioner Persky explained that the projected cost include revenue loss, but he stressed that from a youth perspective the number of youth who pay the full \$2.00 fare versus paying 75 cents means there will not be such a high revenue loss. Commissioner Flores also suggested looking into revenue loss due to ticketing for fare evasion. There was no public comment. Director Truong suggested inviting an MTA rep to the next full youth commission meeting to give the perspective from SFMTA. Commissioner Persky explained the final decision about this would be made by the MTA board. Commissioner Sicairos suggested reaching out to elderly people to see about how to support affordable fares for seniors. Commissioner Persky affirmed that the Free MUNI for youth coalition would be working with seniors working on affordable fares. He also confirmed that this resolution is independent from Free MUNI for youth and that program's continuation, and applies only to the youth fare structure. Commissioner Gomez asked clarifying questions about the recent donation to Free MUNI for youth. Commissioner Persky explained that the program is now funded for two years but that the work now involves making it a permanent part of the MTA budget.

E. 2014-2015 Youth Commission Application
Presenter: Youth Commission Staff
(Document I)

Staff member, Adele Carpenter, gave an overview of the youth commission application. There was no public comment. Commissioner Cardenas, seconded by Commissioner Edelhart, moved to approve the youth commission application for 14-15. The motion was approved by acclamation.



8. Staff Report (Discussion Only)

Phimy Truong gave commissioners an update about the recent donation from Free MUNI for youth. She asked youth commissioners to recognize the importance of youth voice and organizing in raising the issue of affordability in San Francisco. Commissioners interested in working on Free MUNI: Eric Wu, Kong, Persky, Edelhart, Bae, J. Wu, Cardenas, Li. Phimy Truong gave updates on Children's Fund legislation and reviewed ways that youth commissioners can get involved.

Allen Lu invited commissioners to the mobilization at the MTA board the next day regarding making Free MUNI permanent and including eighteen year olds. Afterward will be a first anniversary ceremony of Free MUNI and awards ceremony for youth winners of the Free MUNI for youth photo and art contest. Commissioners interested in attending: E. Wu, Bae, Kong, Persky, Bernick, Li. He invited commissioners to the Balboa HS summer resource fair. Commissioners Landrum and Cardenas were interested. He invited commissioners to participate in a presentation with USC on March 17th: Commissioners: Bae, Yu, J. Wu, Bernick, and Li were interested.

Adele Carpenter thanked commissioners for preparing for the meeting ahead of time that evening. She invited commissioners to a meeting to prepare for the CAHRO April event on Friday, March 14th from 4-6 pm. She reminded TAY commissioners about participating in the CTAB focus group on the MOHCD TAY housing plan on Friday. She updated the commissioners about new interns: Faeza Maru, Adriana Cortes. She also provided updates from the District Attorney's public safety address.

9. Committee Reports (Discussion Only)

A. Executive Committee, Chair Michelle Kong

Vice Chair Kong gave an update on the SFUSD's presentation on support services for LGBTQ youth. Commissioners Persky and Sicaire are presenting on budget issues to the TAY board. Commissioner Van Stark is looking for voice overs on the youth commissioner video: J. Wu, Bae, Yu, M. Li were interested. The SAC just approved the 18 year old inclusion in the MUNI youth fare and this item will be heard at the BOE. She wished Commissioner Wu a happy birthday. Commissioner Landrum confirmed that Youth Advocacy Day was taking place on the 19th.

C. Youth Justice Committee, Chair Sophie Edelhart

Commissioner Edelhart gave updates from a recent meeting with Chief Nance. Commissioners Gomez, Landrum, and Li were interested in touring Juvenile Hall. Commissioner Gomez explained that the SFPD-SFUSD MOU was approved by the Board of Education. The youth justice committee will present a workshop at the Bernal Heights Neighborhood Center youth summit May 2nd. Youth commissioners from youth justice committee will be meeting with Project WHAT on Wednesday. The committee had a presentation from the DA about alternative sentencing initiatives. They also met with Brian Bingham about updates from the Juvenile Hall in Alameda county.

D. Immigration & Employment Committee, Chair Michel Li



Commissioner Li explained that the committee is still moving forward on finding employment opportunities for undocumented youth, their position on a minimum wage increase, prepared for SJ+ presentation, the future of DACA, and surveys for ELL and ESL students.

D. Education, Health & Wellness Committee, Chair Ariel Yu

Commissioner Yu explained the committee had a presentation with Support for Families on inclusion issues and the committee will be working in working groups on a resolution.

E. TAY, Housing, and LGBT issues Committee, Chair Eric Wu

The committee is still planning a youth housing townhall on either April 10th or 17th.

F. Our Children, Our City Stakeholder Council, Commissioner Eric Wu

Commissioner Wu and Mia Tu Mutch presented results from the youth townhall to the Mayor and Superintendent. He and Commissioner Kong will be working on a resolution regarding youth commission priorities for Children's Fund and PEEF. He asked committees to give feedback. He asked committee chairs to include this question on future committee agendas.

G. Youth Advisory Council, Representative Joyce Wu

Commissioner J. Wu said the committee got a facilitation and focus group training and will be holding focus groups about increasing youth participation in DCYF programs. There will be an off site meeting at United Playaz.

10. Attendance Authorizations (Action Item)

A. Request for authorization of absences

- i. Commissioner Angel Van Stark, February 3, 2014 (leaving early)

The chair tabled this item while this commissioners was absent.

- ii. Commissioner Sophie Edelhart, March 17, 2014 (advanced authorization)

Commissioner Edelhart explained she will be in Israel during the next meeting. Commissioner Marshall-Fricker, seconded by Commissioner Cardenas, moved to approve the absence. There was no public comment. The motion was approved by acclamation.

- iii. Commissioner Luisa Sicairos, March 3, 2014 (tardy)

This was an advance authorization request and Commissioner Sicairos was not actually late, so this item was no longer relevant and was tabled.

- iv. Commissioner Angel Van Stark, March 3, 2014

The chair tabled this item.

11. Announcements (This Includes Community Events)



Commissioner Landrum invited commissioners to participate in youth advocacy day. Commissioner Bae invited commissioners to the healthy living expo at Mo' Magic on Saturday. Commissioner Li announced there was an MTA community meeting about the L line in the Sunset district from 6-8:30 pm. Commissioner Yu invited commissioners to table for the Soda Tax legislation at the Clement Street farmer's market.

12. Adjournment

The meeting was adjourned at 8:22 pm.