



BACKGROUND

- * Launched 2/1/14
- * 2 cents per oz. tax on distributors (Prop E)
- * Garnered 56% vote, but 2/3rds vote needed




OBJECTIVES

1. To provide different dimensions of campaign advocates' experiences, challenges, and successes.
2. To inform San Francisco's future sugary beverage policy efforts
3. To inform soda tax strategies elsewhere

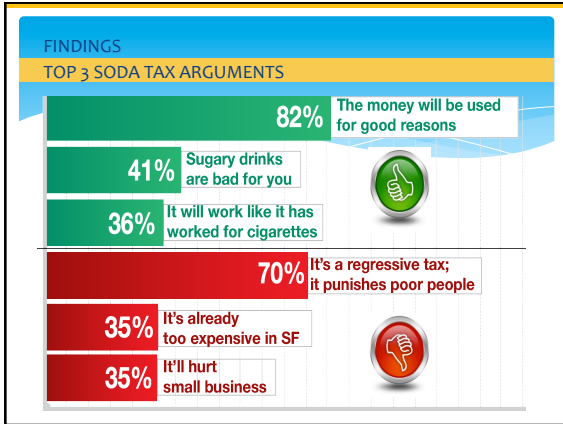


METHODS AND ANALYSIS



- * 67% response rate (39 people)
- * Tabulated results; analyzed qualitative data for patterns & themes
- * Solicited feedback; finalized results

* 58 people surveyed online - developed by SF soda tax campaign volunteers



CAMPAIGN STRENGTHS

1. Support from 3 SF Supervisors

"The racially/geographically diverse set of political leaders supporting –Supervisors Mar, Weiner, Cohen..."

CAMPAIGN STRENGTHS

2. Messaging & Media

"Consistent message about the detrimental health impacts. Campaign Stayed on message."


Soda tax supporters litter Dolores Park with fake severed legs to call attention to diabetic amputations

By Joe Fitzgerald Rodriguez @FitAndReport


Supporters of Proposition 53, San Francisco's sugar beverage tax measure on the Nov. 4 ballot, staged a protest at Dolores Park Sunday with 200 fake severed limbs to call attention to amputations that can result as an effect of diabetes.

CAMPAIGN STRENGTHS

3. Passionate Volunteers



“Our volunteers and staff were very passionate about the cause which helped very much in talking to voters about why the tax is important.”



CAMPAIGN STRENGTHS

4. Diverse, Broad Coalition & Endorsements

“The people involved were very passionate. It was a diverse, broad-based coalition of supporters.”



CAMPAIGN STRENGTHS

4. Diverse, Broad Coalition & Endorsements

“The campaign did an outstanding job garnering endorsements from SF political organizations.”

SF Soda Tax Endorsements	
Yes on E	No on E
24 Political Orgs	9 Political Orgs/PACs
22 Elected Officials	2 Business Orgs
20 Medical Orgs	
15 Education Orgs	total: 11
10 Enviro & Parks Orgs	
7 Labor	
5 Food Access Orgs	
5 Press	
total: 108	

Which side are you on?

CAMPAIGN STRENGTHS

5. Political Experience of the Leaders

"I think that one of the most important strengths of the campaign was the experience of those involved."

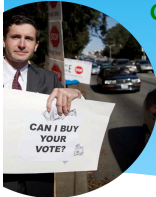


CAMPAIGN CHALLENGES

1. Lack of sufficient funds vis a vis opposition's unlimited resources

Campaign Expenses

\$298,031	YES
\$9,244,797	NO



"The campaign simply did not have enough money to get out its message as widely as it needed in this populous and diverse city."

THE OPPOSITION'S UNLIMITED RESOURCES



CAMPAIGN CHALLENGES

2. Coalition Was too Narrow

“Lack of connection/

NO on E
REGRESSIVE TAXES ARE NOT THE ANSWER

“The goals of Prop E are laudable, but this measure unfairly burdens low-income communities who can least afford to pay higher taxes.”

— SIOUX, BOARD MEMBER KIM GABLE (MAYOR)

You don't have to like the beverage industry to dislike Proposition E. This is a regressive tax that hurts those who can least afford it.

*/solidarity with housing /
affordability activists which
NO folks used against us.”*

CAMPAIGN CHALLENGES

3. Coalition Communication & Functioning

“Poor communication from campaign leadership – no regular steering committee meetings, email alerts did not give volunteers enough time, not enough transparency about the lack of funding for the campaign from leadership.”

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IMPACT

Raised awareness

“... Way more San Franciscans now know that soda is bad for your health than they did before....”

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- and Strengthened Resolve

“The campaign did help cement my commitment to fight the soda industry until I die.”

RECOMMENDATIONS

- * Build a diverse, strong coalition early.
- * Use varied external communication and voter outreach strategies.
- * Get strong support from elected officials; address related political issues.




RECOMMENDATIONS, CONTINUED

- * Carefully consider type of proposed policy and its timing.
- * Expect fundraising to be a challenge: raise money ahead of time



NEXT STEPS

Education campaigns



Another:



Warning labels

SODA TAX



Limiting Ads and Access



Thank You

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Learn more:

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