

November 28, 2019

**SENT VIA ELECTRONIC MAIL**

Ms. Maggie Johnson  
Senior Residential Toxics Reduction Coordinator  
San Francisco Department of the Environment  
1455 Market Street, Suite 1200  
San Francisco, CA 94103  
[safemeds@sfgov.org](mailto:safemeds@sfgov.org)

**Re: Revised 2018 Annual Report and Request for Additional Information**

Dear Ms. Johnson,

MED-Project LLC ("MED-Project") is submitting this letter in response to a request from the San Francisco Department of the Environment (the "Department") for additional information. See letter Re: Revised 2018 Annual Report dated July 15, 2019 and Request for Additional Information, from Maggie Johnson, Senior Residential Toxics Reduction Coordinator, San Francisco Department of the Environment, to Dr. Victoria Travis, National Program Director, MED-Project LLC, dated September 17, 2019 ("Letter").

Regarding items 1, 2, 3, and 4 in the Letter, and the Department's request for additional documentation for outreach activities in 2018, MED-Project is providing revised and additional documentation for outreach activities that occurred during 2018. See Revised Appendix O and Attachment 2.

Regarding item 5 in the Letter, and the Department's request for additional information regarding baseline data for the Education and Public Outreach Goals as described in Section IX of the 2018 Revised MED-Project Annual Report, MED-Project is providing additional documentation in Attachment 3.

Please feel free to contact me with any comments or questions.

Sincerely yours,



Dr. Victoria Travis, PharmD, MS, MBA  
National Program Director

## Revised Appendix O

### Media Outreach Summary

Calculations for Safe Drug Disposal Stewardship Ordinance (SDDSO) Outreach Activities in compliance with SDDSO Regulations Sections D.1.4 and 1.5.

Combined Target Reach Percent (CTRP) at 2+ Frequency (Year Two) <sup>1</sup> 50% of San Franciscans each must see a MED-Project outreach message at least 2 times in a one month-period (at least 3 times per year) Target Population (All San Francisco Residents 18+ ) = 697,111 Residents based on 2010 Census.								
Outreach Activity	Start Date	End Date	Frequency	Reach (# of individuals)	Reach Percent <sup>2</sup> 4-Week Period #1:	Reach Percent 4-Week Period #2:	Reach Percent 4-Week Period #3:	Additional Campaigns
					[5/16/2018-6/10/2018]	9/1/2018-9/30/2018	[12/1/2018-12/31/2018]	
CDA Digital/Static/Video	5/16/2018	6/10/2018	2.4	346,585	50%			
CDA Digital/Static/Video	9/1/2018	9/30/2018	2.3	570,448		82%		
CDA Digital/Static/Video	12/1/2018	12/31/2018	4.6	655,348			94%	
SF Examiner, Newspaper	2/25/2018	3/11/2018	2	297,448				43%
SF Examiner, Online	2/25/2018	3/18/2018	1	28,200 <sup>3</sup>				4%
CDA Digital/Static/Video	4/26/2018	5/14/2018	2	302,778				43%
Television Campaign	6/19/2018	8/5/2018	4.3	81,833				12%
Radio Campaign	10/4/2018	10/28/2018	1.9	280,500				40%

<sup>1</sup> Outreach activities shall, when considered together, achieve a combined target reach percent of 50% at a 2+ frequency for the duration of one month, at least three times per year for following years.

<sup>2</sup> Reach Percent = Activity Reach/Target Population

<sup>3</sup> Purchased 60,000 impressions. Per SF Examiner Account manager email 47% of the 60,000 impressions are San Francisco residents (see backup).

**Combined Target Reach Percent (CTRP) at 2+ Frequency (Year Two)<sup>1</sup> 50% of San Franciscans each must see a MED-Project outreach message at least 2 times in a one month-period (at least 3 times per year) Target Population (All San Francisco Residents 18+ ) = 697,111 Residents based on 2010 Census.**

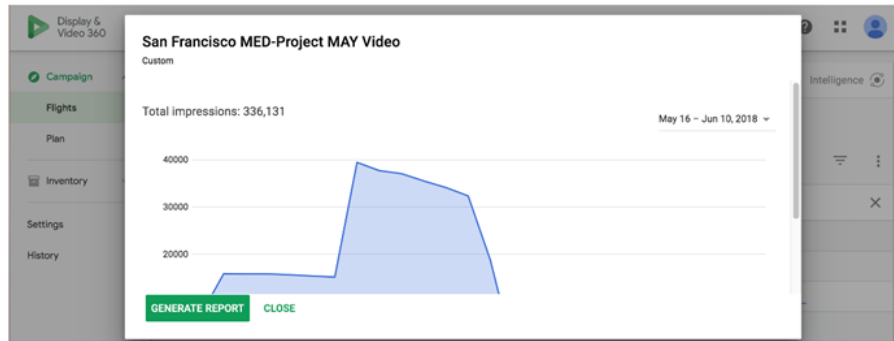
Outreach Activity	Start Date	End Date	Frequency	Reach (# of individuals)	Reach Percent <sup>2</sup> 4-Week Period #1:	Reach Percent 4-Week Period #2:	Reach Percent 4-Week Period #3:	Additional Campaigns
					[5/16/2018-6/10/2018]	9/1/2018-9/30/2018	[12/1/2018-12/31/2018]	
SF Examiner, Newspaper	12/2/2018	12/23/2018	3	297,448				43%
SF Examiner, Online	12/2/2018	12/16/2018	1	28,200 <sup>3</sup>				4%
<b>Combined Target Reach Percent at 2+ Frequency Total</b>					50%	82%	94%	
<b>Does 4-week period achieve at least 50% CTRP? (YES/NO)</b>					YES	YES	YES	

<sup>3</sup> Purchased 60,000 impressions. Per SF Examiner Account manager email 47% of the 60,000 impressions are San Francisco residents (see backup).

## Attachment 2

### Media Vendor Buy

May 16, 2018 to June 10, 2018



Displaying data for 1 insertion order

NEW INSERTION ORDER Custom May 16 - Jun 10, 2018

Insertion order	ID	Type	Impr.
San Francisco MAY Display	5045479	Standard	293,344
<b>Total</b>			<b>293,344</b>

Show rows: 100 1 - 1 of 1

Displaying data for 1 insertion order

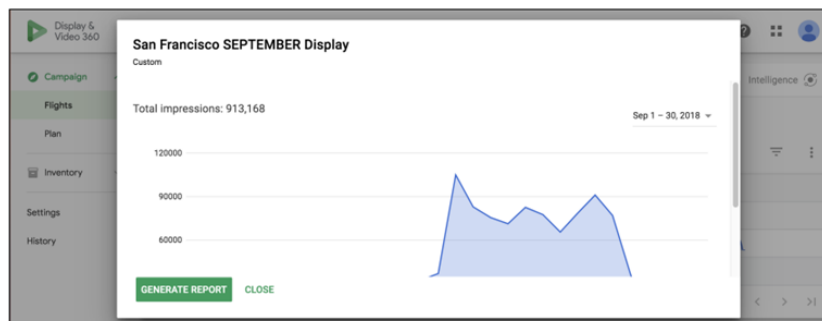
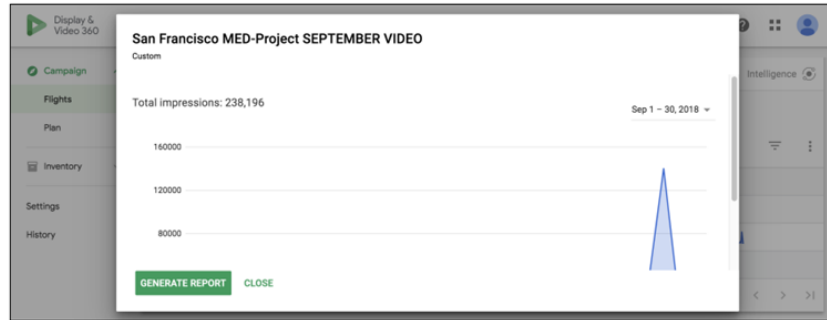
NEW INSERTION ORDER Custom May 16 - Jun 10, 2018

Filter Add filter

Insertion order	ID	Type	Impr.
San Francisco MED-Project MAY Video	5018441	Standard	336,131
<b>Total</b>			<b>336,131</b>

Show rows: 100 1 - 1 of 1

September 1 to 30, 2018



Display & Video 360

Home > Creative Di... > MED-Project San Francisco SEPTEMBER Displa...

INSERTION ORDERS LINE ITEMS COMBINED

Intelligence

Displaying data for 1 insertion order

NEW INSERTION ORDER Custom Sep 1 - 30, 2018

Insertion order	CPM goal	ID	Type	Impr.
San Francisco SEPTEMBER Display		6088351	Standard	913,168
<b>Total</b>				<b>913,168</b>

Show rows: 100 1 - 1 of 1

Display & Video 360

Home > Creative Digital Ag... > MED-Project San Francisco SEPTEMBER...

INSERTION ORDERS LINE ITEMS COMBINED

Intelligence

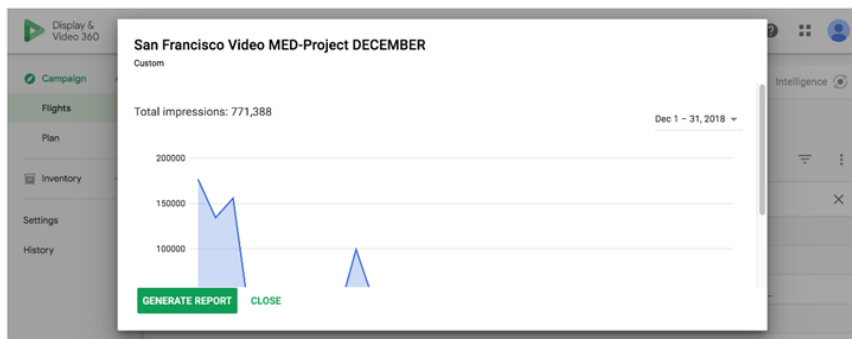
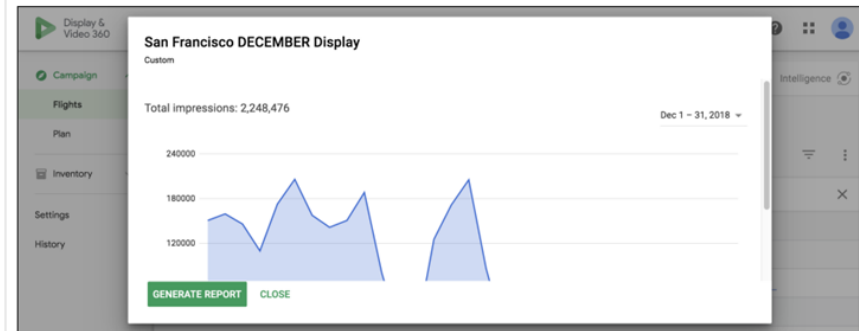
Displaying data for 1 insertion order

NEW INSERTION ORDER Custom Sep 1 - 30, 2018

Insertion order	CPM goal	ID	Type	Impr.
San Francisco MED-Project SEPTEMBER VIDEO		6084366	Standard	238,196
<b>Total</b>				<b>238,196</b>

Show rows: 100 1 - 1 of 1

December 1 to 31, 2018



Display & Video 360 > Creative Digital Age... > MED-Project San Francisco DECEMBER...

INTEGRATION ORDERS | LINE ITEMS | COMBINED

Displaying data for 1 insertion order

NEW INTEGRATION ORDER Custom Dec 1 - 31, 2018

Filter Add filter

Integration order	ID	Type	Imp.
San Francisco Video MED-Project DECEMBER	7057042	Standard	771,388
<b>Total</b>			<b>771,388</b>

Show rows: 100 1 - 1 of 1

Display & Video 360 > Creative Digital Age... > MED-Project San Francisco DECEMBER...

INTEGRATION ORDERS | LINE ITEMS | COMBINED

Displaying data for 1 insertion order

NEW INTEGRATION ORDER Custom Dec 1 - 31, 2018

Filter Add filter

Integration order	ID	Type	Imp.
San Francisco Video MED-Project DECEMBER	7057042	Standard	771,388
<b>Total</b>			<b>771,388</b>

Show rows: 100 1 - 1 of 1

### Attachment 3

<b>Education and Public Outreach Baseline Data Summary</b>	<b>2017</b>	<b>2018</b>
Website page views	6,321	19,375
Contacts with LEAs, pharmacies, etc.	470	649
Media outlets receiving press advisories	101	72 <sup>4</sup>
Community centers reached	27 (100%)	91 (337%)
Messages returned by MED-Project <sup>5</sup>	0	0

<sup>4</sup> Decreased number of press advisories regarding take-back events as the number of take-back events decreased in 2018 and the number of mail-back distribution locations increased in 2018.

<sup>5</sup> During 2017, no messages were left by Residents, resulting in no messages returned. During 2018, the call center was transitioned to a staffed 24/7/365 service and all calls are answered with no messages left by Residents.