



SF Environment

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A Department of the City and County of San Francisco

London N. Breed
Mayor

Deborah O. Raphael
Director

September 17, 2019

Sent via Electronic mail

Dr. Victoria Travis
National Program Director
MED-Project LLC
1800 M Street, NW Suite 400 S
Washington, DC 20036
sanfrancisco@med-project.org

Re: Revised 2018 Annual Report dated July 15, 2019 and Request for Additional Information

Dear Dr. Travis:

Thank you for submitting a revised Annual Report in response to the Department of the Environment's May 25, 2019 letter regarding 2018 Annual Report Review and Request for Revision. The revised Annual Report dated July 15, 2019 (Revised Annual Report) provided most of the information the Department needed to evaluate MED-Project's compliance with the Safe Drug Disposal Ordinance (SDDSO) and SDDSO Regulation #SFE-16-01-SDDSO. However, there is remaining documentation needed for the Department to complete the assessment, as follows:

1. Appendix O of the Revised Annual Report provides start and end dates in the "Media Outreach Summary" (pg. 112 – 113) and "Proof of Media Outreach Summary" (pg. 114) that present the outreach activities as occurring in 2019. Please submit a revised Appendix O that reflects that the outreach activities occurred in 2018.
2. The Creative Digital Agency Media Buy document (pg. 101, figure 36) provided in the Revised Annual Report does not substantiate the start and end dates of the outreach activity "CDA Digital/Static/Video, 5/16/19 to 6/10/19" stated in Appendix O. Please submit additional documentation in the form of a media purchase invoice, analytics, or similar that explicitly states the claimed start and end dates.
3. The Creative Digital Agency Media Buy document (pg. 101, figure 36) provided in the Revised Annual Report does not substantiate the start and end dates of the outreach activity "CDA

Digital/Static/Video, 9/1/19 to 9/30/19” stated in Appendix O. Please submit additional documentation in the form of a media purchase invoice, analytics, or similar that explicitly states the claimed start and end dates.

4. The Creative Digital Agency Media Buy document (pg. 101, figure 36) provided in the Revised Annual Report does not substantiate the start and end dates of the outreach activity “CDA Digital/Static/Video, 12/1/19 to 12/31/19” stated in Appendix O. Please submit additional documentation in the form of a media purchase invoice, analytics, or similar that explicitly states the claimed start and end dates.
5. Please provide the following data on Education and Public Outreach Goals (Condition #12 of June 2019 Plan Approval) in Section IX of the 2018 Annual Report:
 - a. 2017 Baseline number and 2018 number of MED Project Website page views or unique visitors
 - b. 2017 Baseline number and 2018 number for contacts of LEAs, retail pharmacies, other pharmacies (healthcare, etc), community groups, and other third parties
 - c. 2017 Baseline number and 2018 number of media outlets receiving press advisory
 - d. 2017 Baseline number and 2018 percentage of community centers reached
 - e. 2017 Baseline number and 2018 number of messages returned by MED-Project within predetermined timeframe

As we discussed, MED-Project will provide this additional information in a letter which will be supplemental to the July 15, 2019 Revised 2018 Annual Report. Please do not hesitate to contact me if you have questions or need additional information. We appreciate your efforts to provide safe medicine disposal options for San Francisco residents.

Sincerely,



Maggie Johnson
Senior Residential Toxics Reduction Coordinator
San Francisco Department of the Environment