

# 2018 and 2019 Budget Recommendations from the Sweetened Beverage Tax Community Advisory Board

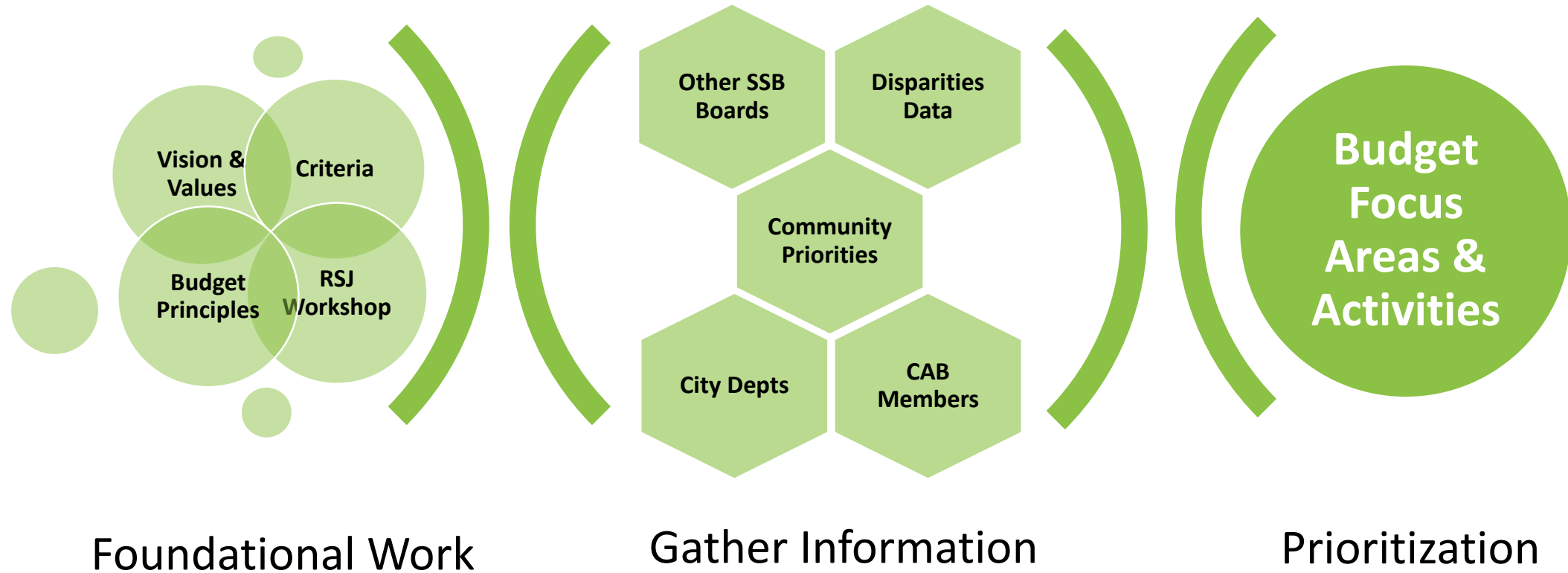
Sustainability & Transportation Committee

September 7, 2018

# Outline

- Community Advisory Board (CAB) Process
- 2018 Recommendations
- 2019 Recommendations
- RFP Recommendations
- Program Highlights

# CAB Process



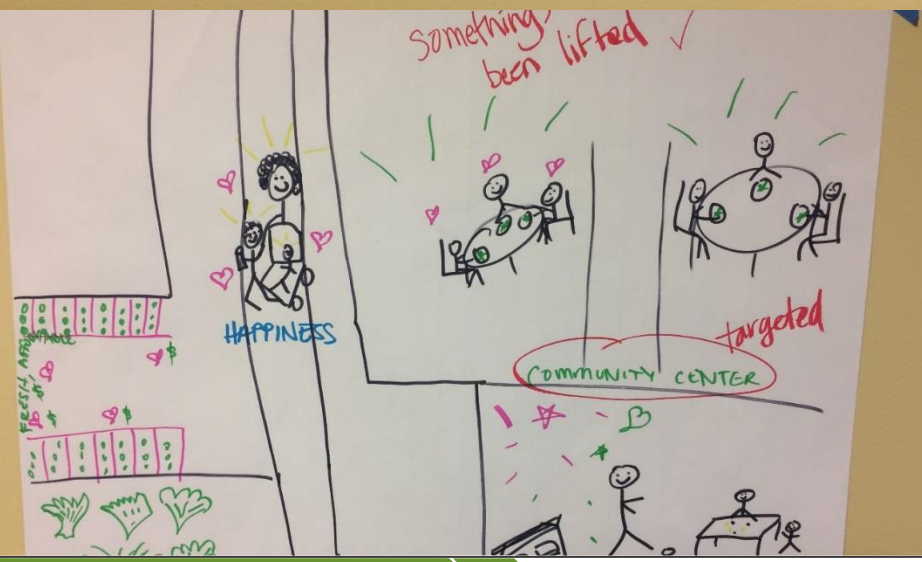


## Criteria

1. Impact — + impacts (29) (29)
2. Leads w/ equity (closing gaps) (32)
3. Originality
4. Culturally acceptable
5. Population Served (4)
6. Community input/support (21)  
— addressing community ~~need~~ priority
7. Sustainability
8. Feasibility (3)
9. Unintended consequence

## Values

- ▶ Racial justice : Social Equity
- ▶ Cultural humility
- ▶ Voice of the community
- ▶ Balance btwn community driven solutions : Scientific evidence
- ▶ Transparency
- ▶ Accountability
- ▶ Trust



## Grand Rules

- ▶ Value time
- ▶ Share airtime
- ▶ Propose something better, don't just criticize
- ▶ Be willing to accept a level of discomfort : be courageous

Activity Name: Community Involvement (21)

Importance:

- We are representatives of the community
- Communities most impacted are communities of color + low income which have a history of being ignored + disproportionately impacted by health/education inequities

1. Criteria Refinement (A1)
2. Common language for decision-making →
  - transparency
  - shared values
  - accountability

CAB Process

2018 Recommendations

2019 Recommendations

RFP Recommendations

Program Highlights

- Rainier Beach

- External pressure for high standards; heightened scrutiny

# 2018 and 2019 Budget Principles

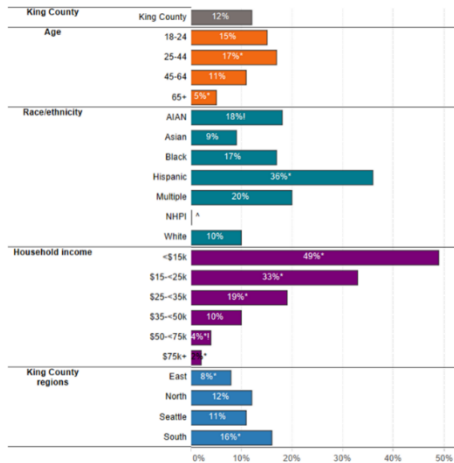
- Priority populations
- Place-based focus areas
- Community-driven
- Culturally-responsive
- Prevention-oriented

*“Investments supported by the beverage tax revenues should prioritize allocation of funds to communities disproportionately affected by health and education inequities, especially those related to the adverse health effects of sugary drinks.”*



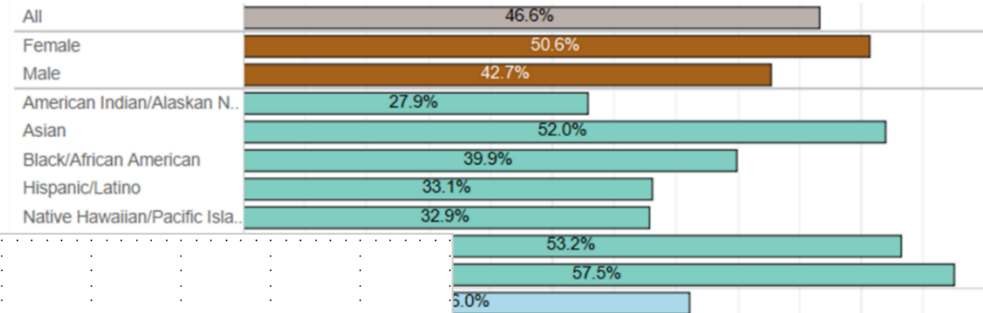
# Analyzed Disparities Data

## Food insecurity (adults)



\*Food insecurity is significantly higher in Hispanic residents, residents with lower income, and residents who are age 25-44.

## Kindergarten readiness



who enters  
s identified  
Developing  
motional,

OSPI Report Card  
Data is for 2015-16 school years

## Cost is a key barrier

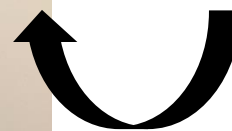
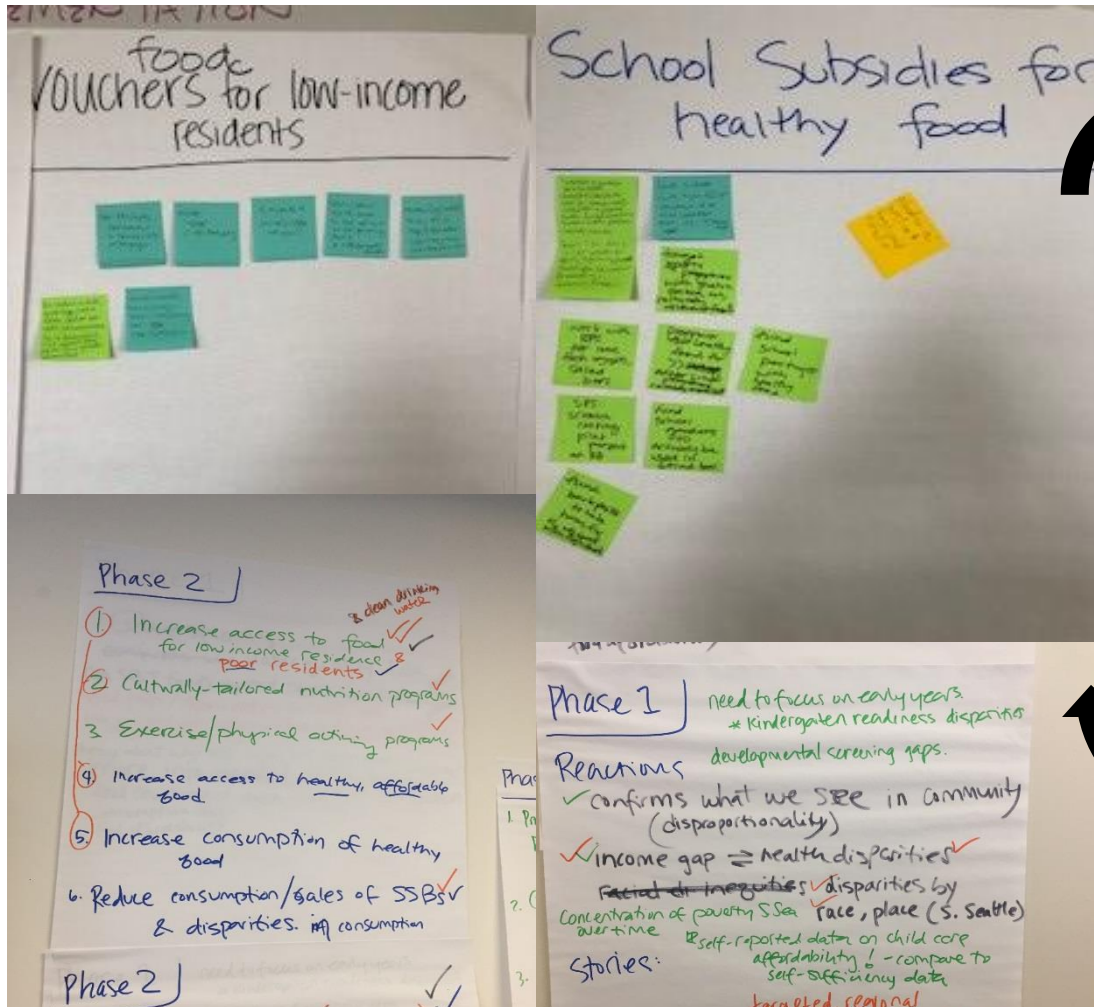


### Recommendations:

- Support any policy shift that puts more dollars for purchasing healthy foods into the pockets of low-income women.
- Support financial incentive or “double bucks” programs for healthy foods.
- Increase the opportunities for SE Seattle urban farmers – especially from low income and ethnically diverse communities – to sell their locally grown produce at affordable prices at neighborhood-based “mini-markets.”
- Promote economic development strategies to support the creation of a neighborhood-run produce stand or full service grocery store in Skyway.

Source: 2011 Got Green [Report](#)

# CAB & Community Input



Focus on race and social justice

Support community-led work

Prioritize healthy food access outcomes

## COMMUNITY INPUT SURVEY

- Online survey offered in English
- Conducted April – June, 2018
- 167 respondents
- Provided additional perspectives on community priorities

# Department Briefings

- DEEL (February 2018)
- HSD (March 2018)
- OSE (May 2018)
- CBO (June 2018)

Materials from the department briefings are available on the [Board webpage](#) under “Past Meeting Materials”





# Networking with other CABs

CITY OF BOULDER COLORADO

Home | I Want To... | A to Z | Government | Environment

Home » Human Services » Health Equity Advisory Committee (HEAC)

## HEALTH EQUITY ADVISORY COMMITTEE (HEAC)

Office of the City Administrator

About Naomi Kelly | Commissions, Committees, Task Forces | Departments, Divisions, Offices | Programs, Projects | Public Notices & Meetings

Home » Sugary Drinks Distributor Tax Advisory Committee

### Sugary Drinks Distributor Tax Advisory Committee

The Committee's purpose and goal is to present recommendations to the Mayor and the Board of Supervisors on the effectiveness of the distributor tax. Each year the Committee will present on their findings.

## Healthy Berkeley About the SSBPPE Commission



## OAKLAND SODA TAX NEWS



## Scheduled SSB Community Advisory Board



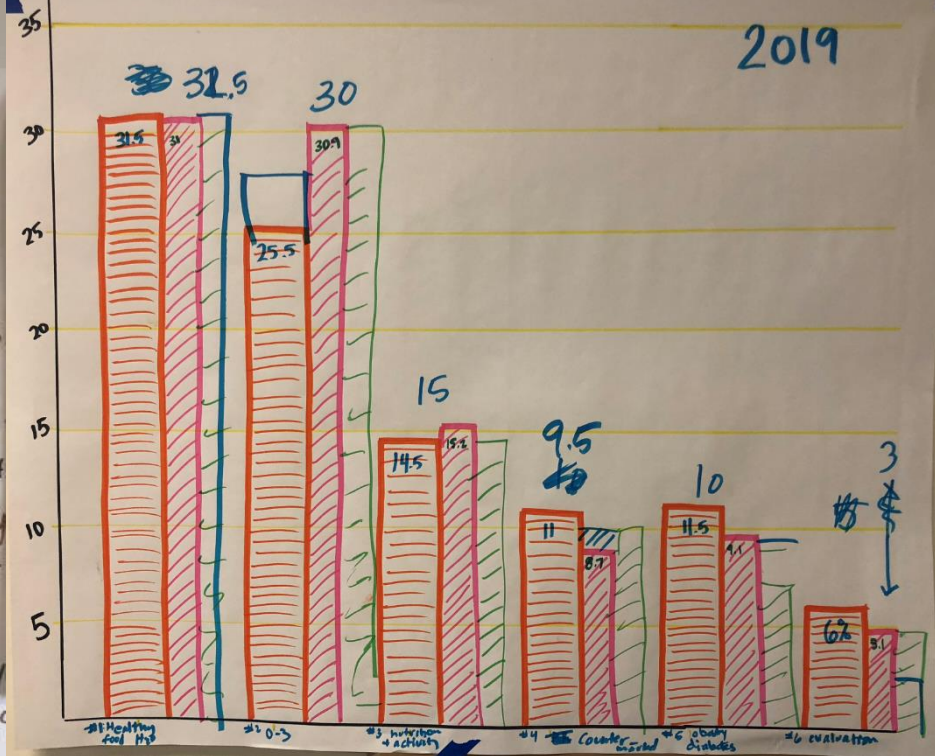
Evaluation support for community-based org. to evaluate activities funded by 2018's \$2.8 mil. **9%**

1. Evaluate community-based activities funded by SBT

Support for people w/ obesity & diabetes. Support should max. prevention + be delivered in culturally appropriate ways. **9%**

22. <sup>23. see #16</sup> Using providing low-cost healthy foods to people w/ conditions thru vouchers, etc thru clinics + other community-based touchpoints

better, a level ageous + wer dy ledge + box ning sty



Community-based programs + activities to support good nutrition + phy. activity

11. Healthy backpack/good food bag <sup>20%</sup> programs in schools, in childcare
12. Good food bag/voucher program in childcare/ <sup>schools + childcare</sup> good food bag program
13. Community-based meal providers and programs
14. Encouragement of healthy choices in food banks/pantries
15. Translation services in food banks/pantries
16. Community food + nutrition edu. <sup>Breakfasting + 1st foods</sup>
17. Food & nutrition services <sup>referral</sup> (coordination)
18. Community-based physical activity programs <sup>with vouchers, incentives</sup>

Healthy food: Bev. access **33%**

1. Healthy food vouchers for people in the "food security gap"
2. Community-led promotion of healthy food vouchers
3. Subsidies to schools to provide more fresh fruits and veg.
4. Healthy food pantries in schools
5. Scratch-cooking programs in school food service
6. Subsidies to childcare to provide more fresh fruits + veg.
7. Food assistance...

4 5 4 4 5 5 (27)  
 (5)  
 4 4 (8)  
 5 3 (8)  
 (2)

Early learning: Kinder

> TBD

Public awareness can about sugary drinks, in engagement

1. Counter-marketing Co (led by PR firm w/ c input)

# Investment Focus Areas

Healthy food and beverage access

Birth-to-Three Services and Kindergarten Readiness

Community-based programs and activities to support good nutrition and physical activity

Public awareness campaign about sugary drinks

Support for people with obesity and diabetes

Evaluation support for community-based organizations



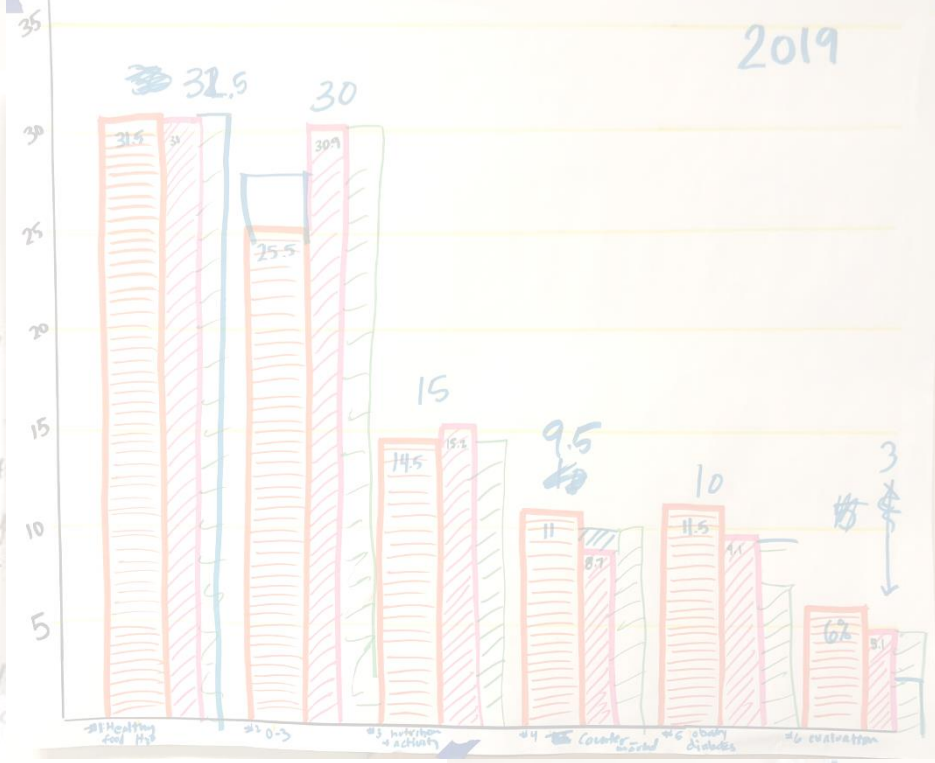
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Community-based programs + activities to support good nutrition + phy. activity

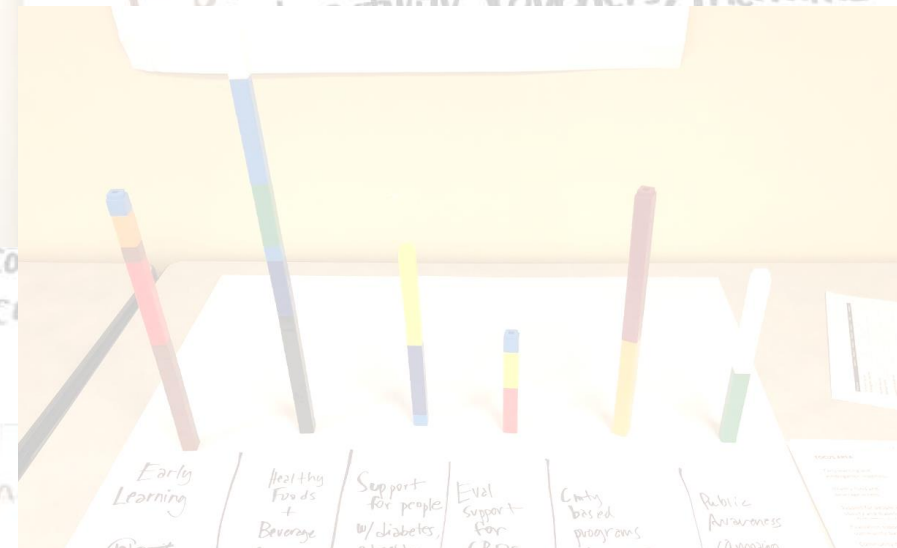
11. Healthy backpack/good food bag programs in schools/in childcare
12. Good food bag/voucher program in childcare/schools + childcare
13. Community-based meal providers and programs
14. Encouragement of healthy choices in food banks/pantries
15. Translation services in food banks/pantries
16. Community food + nutrition edu.
17. Food + nutrition services (coordination)
18. Community-based physical activity programs

# Recommendations

1. Healthy food pantries
2. Community-led promotion of healthy food vouchers
3. Subsidies to schools to provide more fresh fruits and veg.
4. Healthy food pantries in schools
5. Scratch-cooking programs in school food service
6. Subsidies to childcare to provide more fresh fruits + veg.
7. Tech. assistance to childcare providers
8. Pop-up + small, mobile food retailers + food pantries
9. Urban agriculture

Early learning: Kindergarten  
Public awareness can about sugary drinks, in engagement

1. Counter-marketing (led by PR firm w/ community input)
2. Counter-marketing (led by CBO w/ youth)

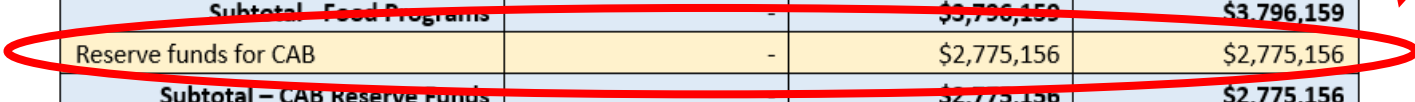


# SBT Programs in 2018 Adopted Budget

Table 1: SBT Programs in the 2018 Adopted Budget

Area of Expenditure	One-time/time-limited	Ongoing	Total
Tax Administration (FAS) <sup>1</sup>	\$1,082,000	\$179,711	\$1,261,711
Job Retraining Reserve (Installment) <sup>2</sup>	\$500,000	-	\$500,000
Tax Evaluations (Auditor) <sup>3</sup>	\$20,000	\$500,000	\$520,000
Board Administration (OSE)	-	\$147,589	\$147,589
<b>Subtotal</b>	<b>\$1,602,000</b>	<b>\$827,300</b>	<b>\$2,429,300</b>
Early Learning Programs (DEEL)	-	\$2,735,000	\$2,735,000
13th Year (Installment) (DEEL) <sup>4</sup>	\$1,381,885	-	\$1,381,885
High School Programs (DEEL)	-	\$1,004,500	\$1,004,500
Our Best (DEEL)	-	\$189,000	\$189,000
Parent-Child Home Program (DEEL)	-	\$525,000	\$525,000
<b>Subtotal - Education Programs</b>	<b>\$1,381,885</b>	<b>\$4,453,500</b>	<b>\$5,835,385</b>
Fresh Bucks (OSE)	-	\$2,098,143	\$2,098,143
Food Action Plan (OSE)	-	\$158,627	\$158,627
Farm to Table (HSD)	-	\$423,576	\$423,576
Fresh Bucks to Go (HSD)	-	\$551,359	\$551,359
Food Banks (HSD)	-	\$369,910	\$369,910
Out-of-School Nutrition Time (HSD)	-	\$194,544	\$194,544
<b>Subtotal - Food Programs</b>	<b>-</b>	<b>\$3,796,159</b>	<b>\$3,796,159</b>
Reserve funds for CAB	-	\$2,775,156	\$2,775,156
<b>Subtotal - CAB Reserve Funds</b>	<b>-</b>	<b>\$2,775,156</b>	<b>\$2,775,156</b>
<b>Total</b>	<b>\$2,983,885</b>	<b>\$11,852,115</b>	<b>\$14,836,000</b>

\$2,775,156 set-aside for CAB's recommendations





# Focus Areas and Activities for 2018 set-aside funds (\$2.77M)

	2018 funds	2019 funds
Provide fresh fruit and vegetable snacks program at schools	\$368,000	\$368,000
Subsidies to schools to provide more fresh fruits and vegetables	--	\$308,000
Expand Fresh Bucks programming	\$300,000*	\$520,700*

\*To supplement Fresh Bucks' 2018 baseline SBT funding.

<b>Healthy food and beverage access</b>	33%	\$915,801
<b>Activities (in order of priority):</b>		
<ol style="list-style-type: none"> <li>1. Healthy food vouchers for people in the "food security gap"</li> <li>2. Safe, high-quality water and water bottles</li> <li>3. Subsidies to schools to provide more fresh fruits and vegetables</li> <li>4. Scratch-cooking programs in school food services</li> <li>5. "Pop-up" and small, mobile food retailers and food pantries</li> </ol>		
<b>Community-based programs and activities to support good nutrition and physical activity</b>	20%	\$555,031
<b>Activities (in order of priority):</b>		
<ol style="list-style-type: none"> <li>6. Community-based food and nutrition education</li> <li>7. Good food bag/voucher programs in schools and childcare</li> <li>8. Community-based meal providers and programs</li> <li>9. Physical activity vouchers, incentives, and scholarship programs</li> </ol>		
<b>Birth-to-Three Services and Kindergarten Readiness</b>	20%	\$555,031
<b>Activities (in order of priority):</b>		
<ol style="list-style-type: none"> <li>10. Home visiting programs</li> <li>11. Resource support for families from birth-to-three</li> <li>12. Support for children with developmental delays</li> <li>13. Social support and peer learning for families</li> </ol>		
<b>Public awareness campaign about sugary drinks</b>	9%	\$249,764
<b>Activities (coordinated and complementary):</b>		
<ol style="list-style-type: none"> <li>14. Mass media counter-marketing campaign led by a community-based organization</li> <li>15. Youth-led counter-marketing campaign led by a community-based organization</li> </ol>		
<b>Support for people with obesity and diabetes</b>	9%	\$249,764
<b>Activities</b>		
<ol style="list-style-type: none"> <li>16. Provision of healthy foods to people with diabetes or obesity</li> <li>17. Community-based education and support for people with diabetes or obesity</li> </ol>		
<b>Evaluation support for community-based organizations</b>	9%	\$249,764
<b>Total 2018 set-aside funds</b>	<b>100%</b>	<b>\$2,775,156*</b>

\*Includes a maximum of \$277,515 (10%) for capital projects

# Focus Areas and Activities for 2019

- Recommendations for all 2019 revenues, excluding 20% for one-time expenditures, tax evaluation, and administrative support for the CAB
- 2018 and 2019 focus areas are the same, but the percent budget allocation is different

<b>Healthy food and beverage access</b>	<b>32.5%</b>
<b>Activities (in order of priority):</b>	
<ol style="list-style-type: none"> <li>1. Healthy food vouchers for people in the “food security gap”</li> <li>2. <i>Fresh Bucks (OSE)</i></li> <li>3. Safe, high-quality water and water bottles</li> <li>4. Subsidies to schools to provide more fresh fruits and vegetables</li> <li>5. Scratch-cooking programs in school food services</li> <li>6. “Pop-up” and small, mobile food retailers and food pantries</li> <li>7. <i>Food banks (HSD)</i></li> </ol>	
<b>Birth-to-Three Services and Kindergarten Readiness</b>	<b>30.0%</b>
<b>Activities (in order of priority):</b>	
<ol style="list-style-type: none"> <li>8. <i>Home visiting programs (includes Parent Child Home Program)</i></li> <li>9. Resource support for families from birth-to-three</li> <li>10. <i>Support for children with developmental delays</i></li> <li>11. Social support and peer learning for families</li> <li>12. <i>Birth-to-Three services (DEEL)</i></li> </ol>	
<b>Community-based programs and activities to support good nutrition and physical activity</b>	<b>15.0%</b>
<b>Activities (in order of priority):</b>	
<ol style="list-style-type: none"> <li>13. Community-based food and nutrition education</li> <li>14. Physical activity vouchers, incentives, and scholarship programs</li> <li>15. Good food bag/voucher programs in schools and childcare</li> <li>16. <i>Fresh Bucks to Go (HSD)</i></li> <li>17. <i>Out-of-School Time Nutrition Programs (HSD)</i></li> <li>18. <i>Farm to Table (HSD)</i></li> <li>19. Community-based meal providers and programs</li> </ol>	
<b>Public awareness campaign about sugary drinks</b>	<b>9.5%</b>
<b>Activities (coordinated and complementary):</b>	
<ol style="list-style-type: none"> <li>20. Mass media counter-marketing campaign led by a community-based organization</li> <li>21. Youth-led counter-marketing campaign led by a community-based organization</li> </ol>	
<b>Support for people with obesity and diabetes</b>	<b>10.0%</b>
<b>Activities</b>	
<ol style="list-style-type: none"> <li>22. Provision of healthy foods to people with diabetes or obesity</li> <li>23. Community-based food and nutrition education</li> </ol>	
<b>Evaluation support for community-based organizations</b>	<b>3.0%</b>
<b>2019 SBT Revenues*</b>	<b>100.0%</b>

\*Excludes the 20 percent set aside for one-time expenditures in the first five years of the tax, the tax evaluation, and the administrative support for the CAB.

# SBT will generate more revenue than the City projected



## REVENUE CALCULATOR FOR SUGARY DRINK TAXES

**Note:** Recommended to reduce estimate by 10-20% to account for non-compliance and variation across jurisdictions. **Revised estimate would be \$21-22M.**

Year: 2018 ▾

State: --Select-- ▾ --or-- City: Seattle, WA ▾

Tax Per Ounce: 1.75 cent(s) (0.50 to 3.00 cents)

Pass Through: 100 % (50-100)

**Calculate**

Sugary Drink Type	Gallons Sold	Annual Tax Revenues
Carbonated Soft Drinks	4,062,454	\$9,099,898
Fruit Drinks	1,643,892	\$3,682,318
Sports Drinks	1,696,242	\$3,799,582
Ready-to-Drink Tea	1,698,608	\$3,804,881
Energy Drinks	1,711,681	\$3,834,166
Enhanced Water	237,375	\$531,719
Ready-to-Drink Coffee	449,526	\$1,006,938
<b>Sugary Drink TOTAL</b>	<b>11,499,778</b>	<b>\$25,759,502</b>

# Recommendations on City RFP processes to advance race and social justice

## Sweetened Beverage Tax Community Advisory Board

**Date:** August 21, 2018  
**To:** Mayor Jenny Durkan  
**From:** Sweetened Beverage Tax Community Advisory Board (CAB)  
**cc:** Councilmember Bagshaw, Councilmember González, Councilmember Harrell, Councilmember Herbold, Councilmember Johnson, Councilmember Juarez, Councilmember Mosqueda, Councilmember O'Brien, Councilmember Sawant, Dwane Chappelle, Jessica Finn Coven, Patty Hayes, Jason Johnson, Ben Noble  
**Subject:** Recommendations for Request for Proposals funded by Sweetened Beverage Tax revenues

Dear Mayor Durkan,

Please accept this letter as an integral supplement to our 2018 and 2019 budget recommendations, transmitted on July 5, 2018. The Sweetened Beverage Tax Community Advisory Board (CAB) believes that the people and communities most impacted by health and other disparities should be at the forefront when it comes to designing and implementing activities and services supported by the Sweetened Beverage Tax (SBT) revenues. This is why the CAB has spent considerable time and energy to develop additional recommendations focused not just on *what* should be funded with SBT dollars, but the processes for *how* funds are granted and contracted to community-based organizations.

**Institutional practices often reinforce and perpetuate racial inequities.** A November 2017 study by Equity Matters and commissioned by the City of Seattle Office of Sustainability & Environment/Equity & Environment Initiative reported the following about the City's current **grantmaking** processes and practices: *City processes center the City over communities of color; are burdensome for communities of color; practice racial equity in name only; and while there is high trust in individuals working in City government, there is low trust for the institution.*

We recognize that doing the work of structural change towards racial equity is complex, will take time to achieve, and it is something the City is working on. The CAB affirms the City's efforts and offers these

***“Institutional practices often reinforce and perpetuate racial inequities.”***

James Krieger, MD, MPH  
Co-Chair

Christina Wong,  
Co-Chair

### Request for Proposals / Request for Information funded by Sweetened Beverage Tax revenues

Focus on the process for granting Sweetened Beverage Tax funds to organizations and the role of the Sweetened Beverage Tax Community Advisory Board.

#### Grants:

Ensure applicants and ensure that organizations of a similar size and capacity are not competing for another, use two funding tiers. One tier should be designed for smaller, e.g. grants that are \$25,000 to \$50,000 per year, use shorter and easier administrative requirements, etc.). The other tier should be for grants of \$50,000 per year and above) and intended for organizations with higher capacity.

SBT grant funds to be used for general operating funds, so long as organizations can demonstrate that their use of the operating funds is related to the activities funded by the SBT grant. This is important from the perspective of equity and transparency. If these are programmatic grants, organizations may under-fund their

Grantees, grants should be two-year awards.

Grants should be 2.5-year awards to enable a 6-month planning, training, and implementation phase. Grantees that may not have the available cash flow to support the planning phase (see Contracting section below) should be able to receive 6-12 months of support.

Grantees should be able to provide—or contract with a consultant to provide—meaningful technical assistance and support to the grantees during the planning phase (see Contracting section below).

Grants should guide the RFP design, process, and investments:

All programs and activities should focus on reaching communities of color, people with low income, and individuals with limited English proficiency. Communities of color and people with low income are also a priority and should be supported to participate in programs. These are also populations that are disproportionately targeted by the

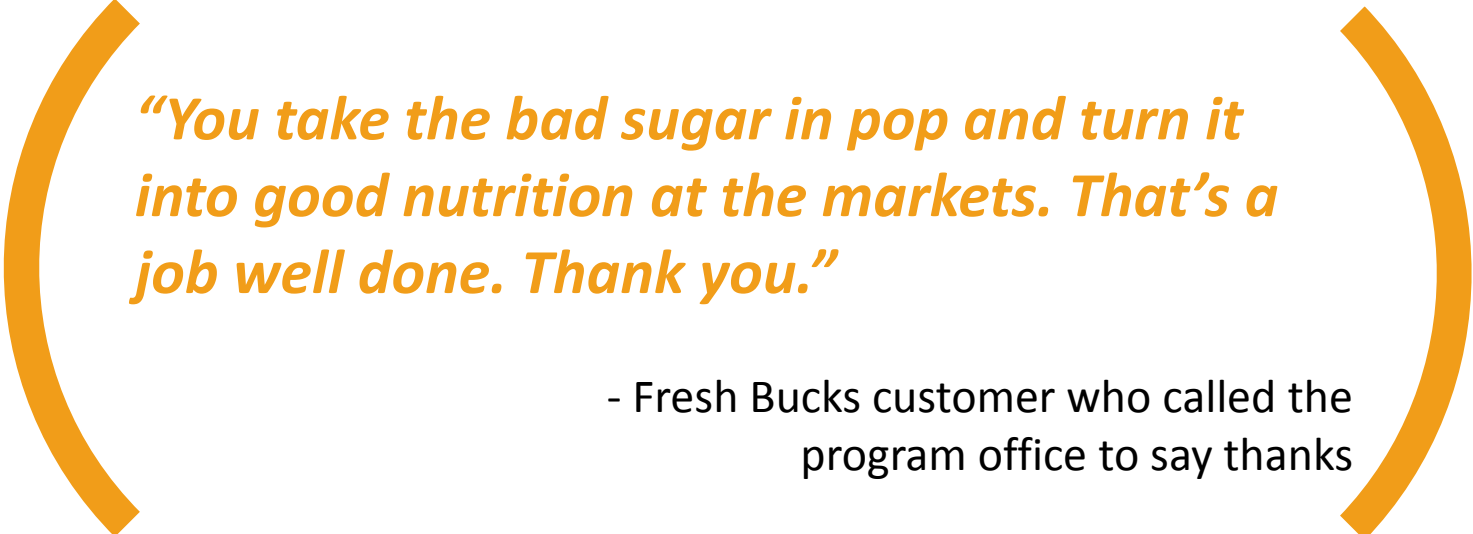
Grants: Programs and activities should focus on areas where communities of color, people with low income and individuals with limited English proficiency live.

**Community-driven:** Programs and activities should be led or guided by community-based organizations with authentic connections to the focus community. Include explicit requirements

# Topics addressed in RFP recommendations

- Size, scale and duration of community grants
- Guiding principles for designing an RFP process
- Application materials and process
- Role of CAB in the RFP process
- Priority applicants
- Selection criteria
- Learning and evaluation





*“You take the bad sugar in pop and turn it into good nutrition at the markets. That’s a job well done. Thank you.”*

- Fresh Bucks customer who called the program office to say thanks

# SBT Program Highlights

# Fresh Bucks

**'I am a diabetic and with Fresh Bucks I can eat a lot of vegetables, and I see improvements in my health. Now, I am telling others to also eat more fresh produce.'**

**Trunesh,  
Fresh Bucks Customer**



**LEARN MORE:** [FreshBuckSeattle.org](https://FreshBuckSeattle.org)

**'Fresh Bucks has helped me a lot. It's easier for me to cook, it's healthier and it tastes better than other foods. Without Fresh Bucks, fresh produce would be more expensive.'**

**Muna  
Fresh Bucks Customer**



**LEARN MORE:** [FreshBuckSeattle.org](https://FreshBuckSeattle.org)

*Photos used with permission of the Fresh Bucks program*

# Fresh Bucks to Go



Photo credit: Marcela Gara, Resource Media



# Farm to Table



CAB Process

2018 Recommendations

2019 Recommendations

RFP Recommendations

Program Highlights

# Birth-to-Three Services





# SBT Community Advisory Board

## Member

Ahmed Ali, PharmD

Christina Wong

Dila K. Perera

Jen Hey, RD

James Krieger, MD, MPH

Laura Cantrell Flores

Leika Suzumura, RD

Lisa Chen

Mackenzie Chase

Yolanda Matthews

## Affiliation\*

Executive Director, Somali Health Board

Director of Public Policy & Advocacy, Northwest Harvest

Executive Director, Open Arms Perinatal Services

Healthy King County Coalition, WSU Extension SNAP-Ed

Executive Director, Healthy Food America; Clinical Professor of Medicine & Public Health at University of Washington

Community Member

Community Nutrition Educator

Executive Director, FEEST

Save the Children Action Network

Got Green

*\*Affiliations provided for identification purposes only*

[Board webpage](#)

