

Sweetened Beverage Tax
Community Advisory Board
Friday, May 15, 2020
9:00 AM – 1:00 PM

Information Packet Overview

This packet includes the following information. You can navigate to different parts of the document by clicking the hyperlinks. There are also 4 separate documents attached to the CAB’s meeting invite that are described below and referenced in the agenda.

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Separate Documents

- **Introduction to TVA:** This is an overview of the Vida Agency’s presentation.
- **DOC 1_Edited Values, Budget Principles, Meeting Agreements:** This shows the changes made to the CAB’s foundational documents at the February retreat.
- **DOC 2_2020 SBT Revenue Update:** Point-in-time SBT revenue update.
- **DOC 3_SBT Annual Financial Report_May2020:** New annual financial report on SBT budget planning and spending.
- **DOC 4_Federal Stimulus Overview:** Summary of relevant federal stimulus allocations.

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Sweetened Beverage Tax Community Advisory Board

Agenda – May 15 Meeting

	Topic	Materials
9:00 – 10:00 AM	CAB Business and Presentations <i>Facilitated by co-chairs Tanika Thompson and Jen Moss</i>	
9:00 – 9:15 AM	Welcome, Introductions, Public Comment	
9:15 – 9:20 AM	Voting to approve updated principals, values, agreements	<ul style="list-style-type: none"> • Core values, budget principles and agreements (DOC 1)
9:20 – 9:45 AM	Vida Agency Presentation <ul style="list-style-type: none"> • Priya Saxena, Vida Agency 	<ul style="list-style-type: none"> • Campaign overview (Intro to TVA)
9:45 – 10:00 AM	CBO Revenue Update <ul style="list-style-type: none"> • Akshay Iyengar, City Budget Office analyst 	<ul style="list-style-type: none"> • Revenue update (DOC 2) • 2019 financial report (DOC 3) • Federal stimulus overview (DOC 4)
10:00 – 10:15 AM	Emergency Grocery Voucher Update <ul style="list-style-type: none"> • Sharon Lerman, Office of Sustainability and Environment 	<ul style="list-style-type: none"> • Grocery voucher update (pg. 19)
10:15 – 10:25	Break	
10:25- 1:00 PM	Funding Priorities and Criteria Development <i>Facilitated by Maketa Wilborn</i>	
10:25 – 10:35	Welcome and Overview	
10:35 – 10:45	Meeting Foundations <ul style="list-style-type: none"> • Briefly review meeting agreements • Review SBT ordinance, community priorities, and the current status of SBT-funded programs. 	<ul style="list-style-type: none"> • Meeting agreements (p. 6) • SBT ordinance – (pg. 7) • Community engagement overview (pg. 9) • 2020 adopted budget and programmatic updates (pp 11-19)
10:45 – 11:45	Identify Priority Areas for Funding <ul style="list-style-type: none"> • Guiding question: What are priority areas of funding? • Prioritizing questions: <ul style="list-style-type: none"> ○ If further cuts are required in 2020, what are the CAB’s priorities? ○ What are priorities for the CAB’s 2021 recommendations? ○ If it is possible to bring back programs unfunded in 2020, what are CAB’s priorities? 	<ul style="list-style-type: none"> • Community engagement overview (pg. 9) • 2020 adopted budget and programmatic updates (pp 11-19) • Previous CAB budget recommendations (p. 22)
11:45 – 11:50	Break	

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<p>11:50 – 12:40</p>	<p>Develop Funding Criteria/Guidance</p> <ul style="list-style-type: none"> • Discuss what criteria the CAB would like the city should consider if needing to make additional cuts in 2020, and new cuts in 2021. 	<ul style="list-style-type: none"> • Budget principles (p. 5) • Previous CAB budget recommendations (p. 22)
<p>12:40 – 1:00</p>	<p>Next steps and wrap up</p> <ul style="list-style-type: none"> • Communication from the city: Has communication from city been working so far? Do you have ideas/thoughts on how you'd like to continue receiving information about SBT revenue impacts? • Summarize insights and check-in about next steps <ul style="list-style-type: none"> ○ Begin drafting recommendations ○ Review and finalize at June meeting 	

Sweetened Beverage Tax Community Advisory Board

Vision | Values | Budget Principles | Meeting Agreements

Vision Statement

The collective vision statement of the Sweetened Beverage Tax Community Advisory Board for how the beverage tax can positively impact the long-term future of the community:

A connected community where healthy food and clean water are accessible to all, creating collective wellbeing and happiness and lifting the burden of disease and stress.

Core Values

The core values of the Sweetened Beverage Tax Community Advisory Board represent the beliefs and behaviors by which all CAB members shall conduct themselves and provide a foundation for decision-making and action:

Racial Justice and Social Equity – We will strive for equitable distribution of resources and power to address the effects of classism and historic racism and its impact on health and education disparity. We commit to applying a racial equity lens¹ when developing budget recommendations and programmatic guidance, as well as to our internal work practices.

Cultural humility – We recognize we will not know all the nuances of the cultural ways for everyone represented in the City of Seattle and therefore approach with humility, an open mind, and respect.

Voice of the community – We will center on the communities most impacted by health and education inequities and make space for them to speak their concerns and solutions.

Balance between community-driven solutions and scientific evidence – We acknowledge that innovative community ideas can provide important solutions to consider in balance with evidence-based programs.

Transparency – We commit to open and honest communication within the Community Advisory Board, community and government regarding the tax decision making and how funds are used and distributed.

Accountability – We are responsible to hold the City accountable to the actions outlined in the ordinance and advise the City Council and Mayor based on our role of representing the community.

Trust – We commit to cultivating trust by building and repairing relationships

¹ The SBT CAB uses the [racial equity lens framework](#) developed by facilitator and consultant Maketa Wilborn.

Budget Principles

The budget recommendations of the Sweetened Beverage Tax Community Advisory Board are rooted in the fundamental conviction that investments supported by the beverage tax revenues should prioritize allocation of funds to communities disproportionately affected by health, child development and education inequities, especially those related to the adverse health effects of sugary drinks. To ensure this, the CAB recommends the following budget and operational principles..

Programs funded through SBT revenue are expected to be aligned with a majority of these principles, in addition to following the stated intent of the ordinance and addressing the elimination of health and education inequities. We strongly recommend the City similarly align allocation plans for Sweetened Beverage Tax revenue and implementation of programs and services.

Priority populations: All programs and activities funded by the Sweetened Beverage Tax should focus on reaching communities of color, immigrants, refugees, people with low income, and individuals with limited-English proficiency. Youth from these communities are also a priority. In addition to experiencing the effects of classism and historic racism that lead to health, child development, and education inequities, these communities are disproportionately targeted by the sugary drink industry.

Place-based focus areas: Programs and activities funded by the Sweetened Beverage Tax should focus on areas where communities of color, immigrants, refugees, people with low income and individuals with limited-English proficiency live.

Community-driven: Programs and activities funded by the Sweetened Beverage Tax should be led, guided or implemented by community-based organizations that have authentic relationships with the focus community. As stated in the CAB's core values, we acknowledge that innovative community ideas can provide important solutions to consider in balance with evidence-based programs.

Culturally-responsive: Programs and activities funded by the Sweetened Beverage Tax should be culturally responsive and delivered in ways that are accessible and comfortable for the focus population (or community).

Balance prevention and intervention: Programs and activities funded by the SBT should strike a balance between prevention and intervention. Where possible, activities focused on food access should include prevention of sugary drink consumption and related health conditions. Investments should also address existing health and child development/early learning inequities by including intervention activities.

Meeting Agreements

The following meeting agreements were developed by the Sweetened Beverage Tax Community Advisory Board to outline how we will work together respectfully and effectively. We adapted some agreements from those used by Equity Matters and Pomegranate Center.

- 1. Value time**
 - a. Be present and come to meetings prepared
 - b. Commit to good facilitation and time keeping
 - c. Take responsibility for your contributions
- 2. Share airtime**
 - a. Be aware when it's appropriate to step up and when to step back
 - b. One speaker at a time, don't speak over or interrupt others when they are speaking
- 3. Propose something better, don't just criticize**
 - a. No blame – accept collective responsibility for decisions the group has made
 - b. Avoid making inferences or assumptions – seek understanding
 - c. Don't react – first, listen to understand and then comment
- 4. Be willing to accept a level of discomfort and be courageous and kind**
 - a. Addressing issues of racism and social inequities challenges dynamics and can put people in vulnerable positions.
 - b. We commit to facing these issues with courage and kindness to seek authentic solutions
- 5. Pay attention to power dynamics**
 - a. Call out when you see an abuse of power
 - b. Call in when someone is being pushed out, neglected or ignored
- 6. Balance between knowledge and lived experience**
 - a. We value the lived experiences of communities who collectively drive solutions as well as evidence based approaches to improving health inequity
- 7. Think outside the box and challenge our own lens**
 - a. Be open to new and different ideas than the ones you hold
- 8. Respect different learning styles and processing styles**
 - a. Accommodate all learning and processing styles by allowing time for reflection
 - b. Include a variety of decision-making and processing to accommodate learning and processing styles
 - c. Ask for clarity when needed and spend time to ensure shared understanding
- 9. Keep focus on the common goal**
 - a. Avoid getting caught in unnecessary details to ensure we can accomplish what is in front of us.

Ordinance Language: Role of CAB and Eligible Areas of Funding

The following experts from [CB 119551](#) are provided to remind the CAB of the scope of their recommendations and eligible areas of funding. Section 3 of Ordinance 125324, as amended by Ordinance 125718, was amended by CB 119551 as follows:

Section 3. A new Section 5.53.055 is added to the Seattle Municipal Code, to read as follows:

5.53.055 Sweetened beverage tax-Allocation of proceeds

Services funded by the proceeds of the beverage tax are intended to expand access to healthy and affordable food; ~~((7))~~ close the food security gap; ~~((7))~~ promote healthy nutrition choices; ~~((7))~~ reduce disparities in social, developmental, and education readiness and learning for children; ~~((7))~~ assist high school graduates enter college; ~~((7))~~ and expand services for the birth-to-five population and their families.

- A) For the first five years that the tax is collected, a portion of the ~~((net))~~-proceeds shall be used to fund one-time expenditures to administer the tax, in support of education, and for training programs. Eligible expenditures include, in order of priority:
- 1) One-time costs necessary to enable the administration of the tax;
 - 2) Up to \$5,000,000 in total as a contribution to an endowment for the Seattle Colleges 13th Year Promise Scholarship program;
 - 3) Up to \$1,500,000 in total as funding for job retraining and placement programs for workers adversely impacted by the tax; and
 - 4) Funding for capital projects to construct or enhance classroom facilities for use by the Seattle Preschool Program.

The portion of the ~~((net))~~ proceeds that shall be used for the above eligible expenditures shall be as follows: 20 percent in the first year; and ~~((40))~~ up to ten percent in each of the second, third, fourth, and fifth years of collections. Beginning in the sixth year of collections, all ~~((net))~~ proceeds from the tax collected shall be for programs defined in subsection 5.53.055.B. ~~((of this section.))~~

- B) Except as required by subsection 5.53.055.A. ~~((of this section, net))~~ proceeds from the beverage tax shall be used to support, in order of priority:
- 1) Expanding access to healthy and affordable food, closing the food security gap, and promoting healthy food choices through programs including, but not limited to:
 - a) Community-based investments to expand food access, such as food banks and meal programs;
 - b) Fresh Bucks and Fresh Bucks to Go;
 - c) Implementation of the Seattle Food Action Plan;
 - d) Public health and nutrition programs targeted to assist persons experiencing diabetes and obesity;

- e) Public awareness campaigns to highlight the impact of sugar-sweetened beverages on health outcomes and increase education about healthy food and beverages; and
 - f) Capital investments to promote healthy choices, such as water bottle filling stations in schools and community centers.
- 2) ~~Evidence~~ Expanding evidence-based programs that improve the social, emotional, educational, physical, and mental health of children, especially those prenatal-to-age-three and kindergarten readiness services that seek to reduce the disparities in outcomes for children and families based on race, gender, or other socioeconomic factors and to prepare children for a strong and fair start in kindergarten, such as home visiting programs and child care assistance.
 - 3) Administration of assessing and collecting the tax.
 - 4) Ensuring resources for the Office of Sustainability and the Environment and the Sweetened Beverage Tax Community Advisory Board.
 - 5) The cost of program evaluations conducted by the Office of the City Auditor under subsection 5.B of (~~this ordinance~~) Ordinance 125324, including costs borne by other City departments in facilitating such evaluations.

In the annual City budget or by separate ordinance, the City's legislative authority shall from year to year determine the services and funding allocations that will most effectively achieve the goals and outcomes in accordance with chapter 35.32A RCW.

Beginning on the effective date of this Section 5.53.055 and thereafter, all revenues shall be used to either expand existing programs or create new programs, including associated program cost increases, that are in accordance with subsection 5.53.055.B, and may not be used to supplant appropriations from other funding sources. Revenues may be used to maintain program expansions and new programs in accordance with subsection 5.53.055.B.

2019 Community Engagement Priorities/Recommendations Overview

The table below lists priorities and recommendations primarily from the 2019 phase 2 community engagement reports. Focusing on input from the Phase 2 report aligns with the CAB’s value to hear from communities most impacted by health and education inequities. Priorities that came up during both phases of community engagement are indicated in the notes. Both are also linked to below for reference.

- [Phase 1](#): Stakeholder engagement focused on food access
- [Phase 2](#): Multicultural and multilingual community engagement focus on food access and early learning/child development

General Recommendations

The following apply to both food access and child health/development priorities/considerations.

Priority/Recommendation	Notes
Invest in outreach and education that is language-specific and culturally relevant.	This recommendation largely referred to increasing awareness of SBT funded activities and other assistance (e.g. Fresh Bucks promotion). Participants recommended increasing program awareness through community and language-specific information sessions. This was also one of the key themes in the Phase 1 report.
Increase support for culturally relevant and in-language services/programs.	Examples: At food banks, increase culturally relevant food and staff who speak language of communities served. In early learning, parents are looking for more culturally relevant childcare and parent support programs.
Re-evaluate income eligibility to increase access to individuals and families between low- and middle-income brackets.	This came up as a recommendation for food access and childcare programs.
Support for meeting basic needs (food, rent, healthcare).	Cost was cited as a top barrier to accessing healthy food. Parents indicated meeting basic needs was a top barrier to successful parenting.
Look for the right mix of upstream and downstream interventions.	Striking a balance between systematic interventions and downstream activities was a main theme of the phase 1 engagement. This need has also been raised by CAB members when considering the immediate and long-term needs caused by COVID-19

Early Learning and Child Health/Development

See recommendations by community on [page 16 of the summary report](#).

Priority/Recommendation	Notes
Programs for childcare providers (in centers and in homes) to improve quality of care	
Expansion and training for culturally relevant and in-language childcare providers	Lack of culturally and language-specific care was also cited as a challenge to accessing affordable, quality care.
Childcare vouchers to help income-eligible families on a tight budget pay for childcare (and expanding eligibility for vouchers)	
Programs for young parents (especially language-specific parenting and co-parenting courses)	Examples: culturally relevant lactation services, co-parenting support, family development programs in North Seattle.
Programs for young children who have developmental delays.	
Support for meeting basic needs (food, rent, healthcare)	

Nutritious Food and Beverage Access, Physical Activity, Education/Awareness

See recommendations by community on [page 15 of summary report](#).

Priorities/Recommendations	Notes
Improving food served in schools and childcare facilities	
Expansion of food banks and food donation programs	Participants also indicated a need for more culturally relevant food, staff speaking language of community served, and increased access (i.e. more locations, longer hours)
Vouchers so income-eligible people can buy more fruits and vegetables (Fresh Bucks)	Fresh Bucks was one of the most-used programs by participants, and was ranked as a priority for funding in the survey responses. However, participants also suggested improvements such as moving to an e-benefit and expanding to stores where Fresh Bucks can be used. This was also one of the top-5 ranked activities in the Phase 1 engagement
Giving organizations resources to design their own food programs.	
Awareness and access to community gardens so people can grow their own food.	

2020 Adopted Budget Summary

Below is a high-level summary of key areas of interest from the 2020 adopted budget. Initial changes to 2020 funding are indicated in red. The following tables ([pp 12-21](#)) include detailed updates on the funded programs.

	2020 Adopted Budget
<p>Birth-to-Three Services and Kindergarten Readiness (see pp 12-13 for details)</p> <ul style="list-style-type: none"> Child Care Assistance Program Coaching and training Health and development supports (such as Developmental Bridge) Family child care support Home visiting 	<p>\$7.6 million</p>
<p>Nutritious Food and Beverage Access, Physical Activity, and Education/Awareness (see pp 14-17 for details)</p> <p>Food and Beverage Access</p> <ul style="list-style-type: none"> Food banks and home delivery Community-based meal programs Food Access Opportunity Fund Fresh Bucks Program Childcare nutrition (on hold) Healthy food in schools – subsidies for fruits and vegetables (on hold) Food action plan (on hold) Healthy Food Fund <p>Physical Activity and Education/Awareness</p> <ul style="list-style-type: none"> Countermarketing and public awareness campaigns Recreational programming 	<p>Originally 13.9 million</p> <p style="color: red;">Reduced by \$2.5 million when Healthy Food Fund cut. A few programs on hold.</p>
<p>One-Time Funds for 2020 (see pg 18 for details unless otherwise indicated)</p> <ul style="list-style-type: none"> [NEW] Emergency Grocery Vouchers (p. 19) Fresh Bucks vouchers Provide families with diapers (p 13) Study about connecting families with childcare providers (on hold) (p 13) CAB administration and consultant reports (remaining funds on hold) Food and meal microgrant program (on hold) Scratch cooking consultant (on hold) Water bottle filling stations in schools (on hold) SBT program evaluation plan – infrastructure for CBO evaluations Water bottle filling stations in community centers P-Patch Community Garden capital investments 	<p>Originally \$3 million</p> <p style="color: red;">A little over \$1 million has been reallocated or cut, and several are on hold. \$5 million added for emergency grocery vouchers.</p>
<p>One-Time/Limited Duration (Per Ordinance)</p> <ul style="list-style-type: none"> Evaluation of SBT Seattle Preschool Capital Projects 13th Year Promise Scholarship/Seattle Promise Endowment 	<p>\$2.5 million</p>

COVID-19 Impact on 2020 SBT-Funded Programs

SBT Early Learning Investments – COVID-19 Update

Investment Areas	Impacts from COVID-19	Adaptations or Modifications	Ramification Should Crisis Persist
<p>Child Care Assistance Program (CCAP Expansion)</p> <p>\$2,931,125</p>	<ul style="list-style-type: none"> CCAP has effectively paused all CCAP expansion efforts since DEEL received direction to stand up emergency child care as part of our COVID19 response. It is unclear whether or not expansion will continue to be a priority for the rest of 2020. 	<ul style="list-style-type: none"> DEEL has shifted our focus toward developing and implementing an emergency child care program model. The model closely follows the Public Health/DOH guidelines and allow for increased reimbursement in recognition of the extra measures that providers would have to utilize to effectively take care of children. 	<ul style="list-style-type: none"> DEEL has seen significant impacts to the child care community in general. For CCAP, 60% of providers closed due to a variety of COVID19 related reasons. For programs that stayed open, they have seen significant decreases in attendance and enrollment. It is unclear whether childcare providers could sustain ongoing financial losses if the crisis persists.
<p>Coaching and Training (Birth to Three Coaching and Training)</p> <p>\$997,862</p>	<ul style="list-style-type: none"> Over half the child care programs engaged in this co-hort of B-3 Coaching have closed, other have low attendance and furloughed teachers 	<ul style="list-style-type: none"> Coaching and training is being done virtually with programs still open Coaches are supporting providers interested in providing emergency child care providing public health and best practice guidance under COVID 	<ul style="list-style-type: none"> Loss of trained teachers who were laid off or furloughed Loss of B-3 providers due to reduction in revenue, from fewer children being enrolled
<p>Health and Developmental Supports (Child Care Health Consultation, Developmental Bridge)</p> <p>\$1,411,010</p>	<ul style="list-style-type: none"> During March about 40% of Developmental Bridge visits were canceled by families Bridge is preparing to fill the gap and provide services to children/families while SPS transition children to Part B and keep children enrolled longer due to disruption in quality transition options The PHSKC Child Care Health Program (CCHP) has had almost half 	<ul style="list-style-type: none"> Bridge has moved fully to telehealth by offering visits via Zoom/DocuSign Bridge is increasing the dosage of visits to better connect with and support families, more staff is being brought in by Boyer to anticipate need CCHP nurses have been working on the COVID-19 call center. The remaining staff have shifted to remote TA for child care providers, including weekly open 	<ul style="list-style-type: none"> The success of Bridge is partially measured in number/quality of warm handoffs but many of the receiving services will have continued reduced capacity to accept children. Equity concerns related to telehealth Long-term ramifications for the CCHP could include impacts on relationship building with providers, challenges with implementing public health and mental health assessments, challenges in measuring outcomes.

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Attachment D: 2020 Adopted Budget and Program Updates

	<p>the Public Health Nurses pulled into emergency county response. Team is fully working remotely.</p>	<p>webinars/question sessions and consulting with City/County staff on guidelines and written COVID-19 material for child care.</p>	<ul style="list-style-type: none"> The CCHP will continue to retool their work and explore opportunities for remote assessment and communication.
<p>Family Child Care <i>(ParentChild+ FCC, Advisory Council, FCC Hubs)</i></p> <p><i>\$265,820</i></p>	<ul style="list-style-type: none"> The Family Child Care Advisory Council (FCCAC) has cancelled two meetings and ceased recruitment of new members in 2020, Crisis started impacting Parentchild+ FCC Program in early February with a shift to televisits with FCCs, these started to pause altogether towards the end of month with FCC closures (16 participating form Seattle). About 50% of FCC participants temporarily closed and stopped with ParentChild+. 	<ul style="list-style-type: none"> The FCCAC is on hold right now, virtual meetings would be a challenge. ParentChild+ home visitors have shared virtual learning resources with FCCs so that they would have the tools to reach out to their families virtually. <p>Our ParentChild+ organizations are sharing information with each other about resources (diapers, formula, groceries) so that they can share those with the FCCs.</p>	<ul style="list-style-type: none"> The FCCAC had significant momentum and a workplan in 2019, with plans for a new leadership structure. This momentum will be disrupted. There will be impacts to the ParentChild+ program model, as the full cycle of the program won't be completed for all and decisions will have to be made on restarting or adapting co-horts <p>ParentChild+ also recognizes the potential impacts of family child businesses and potential closings.</p>
<p>One-Time Council Funds <i>\$100,000 – Resource, Diapers</i> <i>\$375,000 – Child Care Study</i></p>	<p>Child Care Study* – hired Berk for initial program data analysis – stopped work in mid-March (spent \$15,000). Stopped contract negotiations with national consultant to lead study.</p>	<p>Resources/Diapers – received approval on 4/15 to execute a contract in the full amount with WestSide Baby.</p>	<p>*of note, the B-3 study was also contributing to the council request on studying strategies to enhance infant participation in CCAP. The request included a proviso on CCAP expansion funds.</p>

SBT Nutritious Food and Beverage Access – COVID-19 Update

COVID-19 Impacts Themes

- Families and emergency food providers are under tremendous strain from COVID-19. Access to food is a critical need for families. Running out of food is one of the number one concerns during this emergency.
- Meeting basic food access needs is a critical focus of the City. The economic impact of the COVID emergency is likely to increase the need on all food access services while concurrently straining the budgets that are supporting them. Here are some of the ways the city and programs are responding to increased need and new ways of operating:
 - Food and meal programs have adapted services per public health guidance – “to-go” or delivery distribution, hygiene and sanitation protocols, creative partnerships, continuous assessment of community need.
 - Programs have experienced common challenges such as loss of volunteers (many are in high-risk groups), food supply, neighborhood impacts, decreased fundraising, lack of supplies (grocery bags, hygiene, PPE), transportation challenges – City has helped convene partners, provide supplies, and identified alternate financial and volunteer resources.
 - City partners that are in performance-based contracts are “held harmless” from performance pay expectations.
 - The city has focused on continuing to provide as much access to food resources as possible within our programs and standing up new programs – like emergency grocery vouchers – to support new needs related to the emergency response.
- Some efforts, such as school/childcare snack programs, food bank data cohorts, and most 2020 one-time allocations, are on hold.

Investment Areas	Impacts from COVID-19	Adaptations or Modifications	Ramification Should Crisis Persist
Food Banks and Systems Support – Human Services Department (HSD)			
Food Banks & Home Food Delivery <i>\$1,019,499</i>	<ul style="list-style-type: none"> • Shift to “to-go” models • Decreased fundraising and volunteers • Need for more transportation • Decreased customer choice • Threat of food supply shortage • Decreased staff capacity 	<ul style="list-style-type: none"> • Delayed release of geographic-specific RFP – funded White Center Food Bank and St. Vincent de Paul to cover South Park, Georgetown and Delridge neighborhoods in the meantime. See more details in hand out from January CAB meeting. • Engaged partners (Metro Access, etc.) to help deliver food 	<ul style="list-style-type: none"> • Risk of decreased capacity to provide food at food banks and via delivery

Attachment D: 2020 Adopted Budget and Program Updates

<p>Food Distribution – Transportation of Food to Food Banks</p> <p>\$581,583</p>	<ul style="list-style-type: none"> Increased need at Food Banks due to lower donations and clients, and increased clients 	<ul style="list-style-type: none"> HSD is contracting with Food Lifeline to deliver 15,000 food boxes to food banks and for home delivery (FEMA reimbursable) National Guard is also supporting 	<ul style="list-style-type: none"> Ability to re-evaluate FEMA eligibility for subsequent months
<p>Food System Support - Bulk Buying; Peer-to Peer Learning Network</p> <p>\$201,649</p>	<ul style="list-style-type: none"> More food needs More challenging to customize food boxes for individual health, diet, cultural and other needs 	<ul style="list-style-type: none"> HSD received additional FEMA reimbursable funding for bulk-buy, beyond general fund Paused Food Bank Data Cohort, but learning network (Seattle Food Committee, Meals Partnership Coalition) still meeting regularly 	<ul style="list-style-type: none"> Ability to re-evaluate FEMA eligibility for subsequent months Food Bank data cohort TBD
<p>Community-Based Meal Programs - Human Services Department (HSD)</p>			
<p>Meal Programs</p> <p>\$984,498</p>	<ul style="list-style-type: none"> Shift to “to-go” models, closure of congregate spaces Decreased fundraising and volunteers Increased neighborhood impact due to reduced indoor seating Decreased staff capacity 	<ul style="list-style-type: none"> Meal providers increasing meal output, sometimes without long-term funding sources 	<ul style="list-style-type: none"> Risk of decreased capacity to meet demand Risk of supply chain issues Prolonged challenges to neighborhoods (higher concentrations of people and trash near meal sites, etc.)
<p>Meal Programs - Older Adults</p> <p>\$173,538</p>	<ul style="list-style-type: none"> Increased requests for delivery Loss of social connections due to closed congregate spaces 	<ul style="list-style-type: none"> Added Covid-19 protocols and added stipends to providers to support shift to delivery models Relaxed assessment requirements 	<ul style="list-style-type: none"> Risk of decreased services
<p>Other Food Access Programs/Policies: grants, vouchers, food in schools/childcare, food policy</p>			
<p>Food Access Opportunity Fund (HSD)</p>	<ul style="list-style-type: none"> Shifted programming in Food Access Opportunity Fund grantees to focus on meeting basic needs demand. 	<ul style="list-style-type: none"> Shifted some programming to delivery; used Uber and other partners Agencies are adapting timelines to pilot new data tools (developed 	<ul style="list-style-type: none"> Possible lag in timeline to implement data tools and evaluation

<p>View 2019 grantees here Funding is through 12/31/20. <i>\$473,500</i></p>		<p>via Food Opportunity data cohort, a separate group from Food Systems data cohort below) however agencies are committed to implementing their plans</p>	
<p>Fresh Bucks (Office of Sustainability and Environment – OSE) <i>(Fresh Bucks Vouchers, SNAP Market Match, Complete Eats at Safeway)</i> <i>\$5,125,996 (ongoing)</i> <i>\$225,000 (one-time)</i></p>	<ul style="list-style-type: none"> • No disruption. New cohort of roughly 8,100– 67% enrolled by CBOs, 33% through a public application and lottery – will begin receiving vouchers in June. • 4,870 people are on the waitlist. • Voucher redemption rates consistent w/same time last year. • SNAP Market Match is operational at open farmers markets. • SNAP match at Safeway (Complete Eats) is operational, with no COVID-impacts. • SNAP discount at neighborhood grocers is operational, but grocers are seeing fewer transactions. compared to the same time last year. 	<ul style="list-style-type: none"> • OSE is working with farmers market organizations to continue providing Fresh Bucks benefits within the constraints of new market operating structures. 	<ul style="list-style-type: none"> • We anticipate a sustained increase in food access needs across the system due to the economic impacts of COVID.
<p>Childcare Nutrition (HSD) <i>\$821,801</i></p>	<ul style="list-style-type: none"> • All nine afterschool meal programs have needed to stop (sites are at schools, libraries, etc.) 	<ul style="list-style-type: none"> • Families are often able to access a FareStart dinner or meal at a nearby site (an SPS building or bus route) • Active planning for Summer Food Service Program options; awaiting USDA guidance 	<ul style="list-style-type: none"> • Need to secure fall meal alternatives for afterschool as contingency if sites remained closed • Summer Food Service Program structure TBD, pending further discussion and USDA guidance – options include: HSD may sponsor all sites as usual, or HSD/SPS co-sponsor sites to include additional SPS sites.

Attachment D: 2020 Adopted Budget and Program Updates

<p>Healthy Food in Schools (OSE) <i>(elementary and high school fresh fruit and vegetable snack programs, expansion of local procurement)</i></p> <p>\$466,544</p>	<ul style="list-style-type: none"> • Snack programs are on hold during the school closure. • We had significant momentum with increasing local procurement – now on hold as Seattle Public Schools nutrition services focus is on providing meals during the school closure, • We were just beginning a new partnership to add Rainier Beach High School to the program, which was put on hold. 	<ul style="list-style-type: none"> • Anticipate resuming this work if schools re-open in the fall. • Redeployment of underspend from current period of closure is under review by CBO. 	<p>This program is dependent on schools being open.</p>
<p>Food Policy (OSE) <i>(Food Action Plan, citywide planning and coordination, state and federal policy)</i></p> <p>\$203,841</p>	<ul style="list-style-type: none"> • Food Action Plan is on pause as key staff in OSE and across departments are redeployed to support emergency food efforts. • Long-standing interdepartmental relationships facilitated by first Food Action Plan created foundation for OSE and HSD’s sustained partnership at the start of COVID emergency response. • State and federal policy engagement has shifted to support COVID emergency feeding priorities (USDA waivers, CARES Act funding, state funding for emergency food, etc.) 	<p>We anticipate resuming the Food Action Plan later this year or early in 2021, depending on the evolution of the COVID emergency.</p>	<p>Delay in releasing updated Food Action Plan</p>
<p>Counter-Marketing Campaign (HSD)</p> <p>\$473,047</p>	<ul style="list-style-type: none"> • In-person community engagement was not possible in March/April 	<ul style="list-style-type: none"> • The Vida Agency completed Phase 2 of their work plan (youth community engagement) virtually, by 4/30/20 timeline; Phase 3 is underway 	<ul style="list-style-type: none"> • TBD if needed. Phase 3 ends 6/30/20, Phase 4 ends 9/30/20, contract ends 12/31/20.
<p>CAB Administration (OSE)</p> <p>\$157,538</p>	<ul style="list-style-type: none"> • Administrative support for the CAB has continued without interruption during the COVID19 emergency. 	<p>N/A</p>	<p>N/A</p>

SBT Food Access Investments: 2020 One-Time Funds

Investment Areas	Impacts from COVID-19
NEW Emergency Grocery Vouchers (OSE)	See page 19 for details
Water bottle filling stations at schools (OSE) \$140,000	<ul style="list-style-type: none"> • Planning with SPS to identify sites for water bottle filling stations was moving forward through March. • Planning has been on hold as staff from OSE and SPS have been redeployed to support COVID emergency efforts. • Awaiting direction from CBO on availability of funding for this activity.
Seattle Public Schools scratch cooking assessment (OSE) \$75,000	<ul style="list-style-type: none"> • On hold. Awaiting direction from CBO on availability of funding for this activity.
Evaluation of SBT-funded activities (OSE) \$225,000	<ul style="list-style-type: none"> • Funds dedicated to this activity were reprogrammed to support printing, mailing, and translation costs for Emergency Grocery Vouchers.
CAB facilitation and administrative support (OSE) <i>(facilitation consultant, graphic design for SBT Annual Report, CAB-requested consultant reports)</i> \$100,000	<ul style="list-style-type: none"> • Other than facilitation of the May CAB meeting, this funding is on hold, awaiting direction from CBO on availability of funding.
Food and meal microgrant program (OSE) \$735,000	<ul style="list-style-type: none"> • Program placed on hold

Emergency Grocery Vouchers – Quick Update

Sweetened Beverage Tax Community Advisory Board – May 2020 meeting

Brief Overview – see [OSE's March letter to the board](#) for more details

In mid-March, as the COVID-19 crisis was first emerging in Seattle, the Office of Sustainability and Environment quickly developed a program to provide emergency grocery vouchers to struggling households. With an initial \$5 million in SBT funding redeployed from other programs, OSE enrolled 6,250 households in the program by the end of March, providing \$400/month in grocery vouchers for 2 months.

First Enrollment

The first round of vouchers went out in March and April to households in the following groups:

- Households enrolled by 10 CBOs to receive Fresh Bucks Vouchers.
- Households enrolled in city-supported childcare or preschool programs.

The first round of vouchers served many people in the groups identified in amendment 1 of [CB 119746](#).

The demographics as of May 2020 were:

- 51% of people speak a primary language other than English
- 88.3% are people of color
- 100% are enrolled in the City's assistance programs
- Age was not available for all program participants, but of the 4,034 enrollees from Fresh Bucks, 37% are above age 60.

Subsequent Enrollments

Through additional fund-raising and redeployment of unredeemed vouchers – OSE has enrolled an additional 1,713 households to receive vouchers in the months of May and June and 1,113 households to receive vouchers in the months of June and July. These households include:

- Households enrolled by 12 CBOs² focused on distributing the vouchers to recently displaced workers who are unable to access other forms of government aid due to structural or institutional barriers, like language barriers, fear of deportation, or experiencing domestic violence. Due to their longstanding trust and support amongst their community, they can get this support out quickly into the hands of residents who have been unable to access other forms of assistance during this crisis.
- Households from the categories in the first enrollment whose information was not yet available by the March cut-off date.

Redemption Rates and Unredeemed Benefits

The April Emergency Grocery Voucher redemption rate was roughly 80%. At the end of each month, any unredeemed benefit has been reinvested into enrolling additional households into the program. Due to limitations in the system with getting the process set up quickly, we will not have redemption rate by demographics or data on what purchases people are making with their vouchers.

² The 12 CBOs are: Asian Counseling and Referral Services, API Chaya, Casa Latina, Entre Hermanos, Fair Work Center, Ingersoll Gender Center, Lake City Collective, Providence Regina House, Refugee Women's Alliance, United Indians of All Tribes, Villa Comunitaria, West African Community Council.

Response to SBT CAB Emergency Grocery Voucher Questions

A few CAB members shared the following questions with the Office of Sustainability and Environment (OSE) in April. OSE's answers to the questions provide operational details about the program.

- **Is there a plan for addressing double mailings in the next round of enrollment?**
The April voucher mailing list was de-duplicated for name/address duplicates (e.g., Mary Smith at 123 3rd Ave #1F) but not for exact address duplicates (e.g., Mary Smith & Gary Smith at 123 3rd Ave #1F). OSE is building in de-duplication processes for exact address matches in the mailing list - this should significantly reduce voucher double mailings for May.
- **Are any of the people who were in the lottery in March receiving any of the grocery vouchers?**
At this time, people who signed up for Fresh Bucks during the public lottery enrollment period are not receiving Emergency Grocery Vouchers. We hope additional funding will become available to enroll more people into the Grocery Vouchers program.
- **How were the vouchers distributed? Presumably by mail or through CBOs? Were households contacted and given information about how to use them and were questions answered in appropriate language?**
 - Vouchers were mailed to households. The mailing included a letter explaining why the participant was enrolled, how to use the voucher, and answers to frequently asked questions (FAQs). FAQs are available in customers' preferred language on the Mayor's [COVID-19 resource page](#). The City of Seattle Customer Service Bureau has been responding to questions from enrolled participants and the broader community since the program launched. They utilize a language line for translation needs.
 - OSE will translate the customer letter included with May voucher mailings for both the 6,250 original households and the additional households in the customers' preferred language. Subsequent letters will also be translated.
- **How was Safeway's staff educated about the vouchers to avoid confusion and stigma?**
 - OSE staff worked with the Safeway customer service team to develop cashier/store training materials, which were provided to stores statewide through Safeway's internal communication channels. OSE is also tracking emerging points of customer or store confusion and sending reports to Safeway on an as needed basis so that they can quickly resolve any system issues, update cashier/store training materials and send updates or needed points of clarification directly to stores.
- **Are these paper vouchers or electronic cards?**
 - They are paper vouchers. We were able to deploy this program quickly because it built on the existing Fresh Bucks infrastructure, which uses paper vouchers. OSE has been working with a technology partner on developing an electronic benefit for Fresh Bucks, but that project is still in development.
- **Can these be used for grocery orders to be picked up? (to avoid high risk folks going into stores)**
 - Due to limitations in Safeway's system, these vouchers cannot be used for online orders. OSE has developed a grocery delivery program utilizing OSE staff to reach those who are at high risk and cannot go to the store.
- **Does the full amount need to be used at once or can households use as needed? (Thinking what if transportation is an issue and carrying \$400 of groceries is unreasonable)**
 - Households receive a packet with 20, \$20 vouchers. Households can use as needed throughout the month.

- **How is the private sector being engaged in this process and is there an opportunity for Seattle residents to contribute to this fund?**
 - OSE's director has been engaging with philanthropy and the private sector to raise funds for the program. NHL Seattle and Oak View Group donated \$800,000 to support the program, and Safeway donated over \$200,000. All In Seattle is also raising money for the program. Seattle residents can contribute to the program through [AllInSeattle](#).

Summary of the CAB’s Previous Budget Recommendations

The following tables outline the CAB’s 2019 and 2020 budget recommendations.

When reviewing the 2019 recommendations, keep in mind the CAB later reflected that the recommendations had the following limitations:

- Topics were not mutually exclusive (e.g. “Healthy and Beverage Access” and “Community-based programs and activities...” overlap)
- Each topic listed a lot of activities. It might have been better to narrow the list event further. However, the activities being listed in order of priority was a strength of the recommendations – this helped to communicate to decision makers CAB priorities.
- CAB deliberations around the budget for food access and birth-to-three unnecessarily pitted these topics against one another, with some CAB members reluctant to fund any birth-to-three services. The CAB expressed a desire to give greater consideration to birth-to-three (now prenatal-to-three) in the future.

2019 Recommendations

Table 1: 2019 Recommendations	
Topic*	% of all ongoing funding**
Healthy Food and Beverage Access	32.5%
Birth-to-Three Services and Kindergarten Readiness	30.0%
Community-based programs and activities to support food nutrition and physical activity	15.0%
Public Awareness campaign about sugary drinks	9.5%
Support for people with obesity and diabetes	10.0%
Evaluation support for community-based organizations	3.0%

*Within each topic, the CAB listed programs and activities, in order of priority. Click on the 2019 Recommendations links for details.

**At the time, the assumption was \$12 million was available for ongoing programming, but this was based on the City’s conservative revenue projections

2020 Recommendations

Table 2: 2020 Recommendations for ONGOING Expenditures		
Nutritious Food and Beverage Access, Physical Activity, and Education/Awareness	\$2,375,000	60%
Community-led programming	\$1,875,000	
Fresh Bucks expansion	\$500,000	
Birth-to-Three Services and Kindergarten Readiness	\$1,375,000	34%
Community-led programming	\$1,375,000	
Evaluation	\$250,000	6%
Total Ongoing	\$4,000,000	100%

Table 3: 2020 Recommendations for ONE-TIME Expenditures	
<i>In order of priority:</i>	
Scratch cooking in Seattle Public Schools	\$75,000
Water filling stations (at schools, community centers)	\$275,000
Evaluation infrastructure and capacity building	\$300,000
Public Awareness/Counter-marketing	\$250,000
Food and meals microgrant program for equipment and supplies	\$500,000
Support for the CAB	\$250,000
Subtotal	\$1,650,000
Balance Remaining	\$940,000

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Response to 2020 Proposed Budget

In October 2019, the CAB wrote a response to the Mayor’s proposed budget indicating items it supported and recommended changes. The letter went to City Council for Councilmembers to consider during their council deliberations. A high-level summary of that letter is provided below.

Table 4: Response to 2020 Proposed Budget			
Mayor’s Proposal		CAB Response	
Program/Proposal	Amount	Approves/Rejects	Comments
Healthy Food Fund	\$2,500,000 Ongoing	Approves	Aligns with CAB’s 2020 budget recommendations. The letter included specifications on the activities eligible for this funding. ¹
Fresh Bucks Expansion	\$2,000,000 Ongoing	Approves	Aligns with CAB’s 2020 budget recommendations
Child Care Assistance Program Expansion	\$3,000,000 Ongoing	Approves an expansion of up to \$1.5 million, prioritizing children ages birth-to-three, and recommends alternative funding proposals	Not aligned with CAB’s 2020 budget recommendations or the intended use of SBT funds to focus on the prenatal-to-age-three population. ²
P-Patch Community Gardens	\$3,000,000 One-time	Rejects and recommends alternative funding proposals	Not aligned with CAB’s 2020 budget recommendations and has limited impact on increasing food security and food access. The CAB recommended redirecting these funds towards the one-time funding priorities in table 3.
Cash Balance Reserve in the SBT Fund	\$2,000,000	Approves with modifications	Limit the reserve to five percent of ongoing SBT investments and ensure reserve is protected for intended purposes.

1. Eligible activities and projects were:
 - a. Increase access and consumption of nutritious food and water and/or decrease exposure to and consumption of unhealthy food and beverages,
 - b. Use place-based approaches to increase access to healthy food (including “pop-up” and mobile retailers and pantries, congregate meal programs, community kitchens, food co-ops, etc.),
 - c. Provide culturally tailored food and nutrition education,
 - d. Increase opportunities for physical activity and promote active lifestyles,
 - e. Provide weekend food to kids (e.g. meal and backpack programs), and
 - f. Use counter-marketing and public awareness campaign strategies to reduce consumption of sugary drinks and junk food, especially projects led by youth.
2. While the CAB recognized the importance of supporting income-eligible working families to afford high-quality childcare, the issue was the use of SBT funds to pay for this program. In the letter, the CAB highlighted that SBT investments should focus on programs and services focused on the prenatal through preschool years. While child care assistance is named as an eligible SBT investment, a [2018 comprehensive study of the CCAP program](#) found that 41 percent of CCAP recipients are older than the 0-4 age group. Considering that information, the CAB recommended the following:
 - a. Expand CCAP by up to \$1.5 million and prioritize recipients with children ages birth-to-three.
 - b. In lieu of funding CCAP at the \$3 million level, provide at least \$1.5 million to DEEL to create a new grant program for CBOs that specialize in prenatal-to-age-three and kindergarten readiness services. Eligible services, programs and projects for these funds should include home visiting programs, resource support for families with children from birth-to-three, support for children with developmental delays, and social support and peer learning for families.