

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

MEETING SUMMARY	Date: Thursday – May 9, 2019
	Time: 10am-4pm (<i>meeting lasted until 4:15</i>)
	Location: 2100 Building (2100 24th Ave S, Seattle, WA 98144), Community Room A
MEMBERS PRESENT:	Christina Wong, Jim Krieger, Leika Suzumura, Lisa Chen, Dila Perera, Laura Flores Cantrell, Yolanda Matthews
MEMBERS ABSENT:	<i>Seat 8 – Appointment Pending (Public Health Representative)</i> <i>Seat 4 – Vacant since May 2019 (Community Representative)</i> <i>Seat 10 – Vacant since Dec 2018 (Early Learning Representative)</i>
CITY GUESTS:	Office of Sustainability & Environment: Bridget Igoe, Sharon Lerman Human Services Department: Tara James Department of Education and Early Learning: Cameron Clark and Brad Kessler City Budget Office: Aaron Blumenthal Facilitator: Maketa Wilborn

DECISIONS MADE		
The CAB decided on the key features of its 2020 Budget Recommendations. The recommendations will:		
<ul style="list-style-type: none"> ✓ Focus on <u>unallocated</u> funds only (i.e. funds that have not yet been programmed or allocated to a program/activity) ✓ Include allocations for ongoing programs and one-time expenditures ✓ Emphasize funding for <u>community-led</u> programming (e.g. grants issued through an RFP) 		
Preliminary Recommendations for Ongoing Programs (based on \$4 million available)		
	Rec'd Allocation	% of Total
Healthy Food, Beverage Access, Physical Activity, Education/Awareness	\$2,375,000	59.38%
Community-led programming (grants program) ¹	\$1,875,000	46.88%
City-led programming (Fresh Bucks expansion) ²	\$500,000	12.50%
Birth-to-Three	\$1,375,000	34.38%
Community-led programming (grants program) ³	\$1,375,000	34.38%
City-led programming	-	0.00%
Evaluation	\$250,000	6.25%
Total Ongoing	\$4,000,000	100.00%
<p>1. Priorities for Community-led Programming/Projects (in order of priority): increasing access and consumption of nutritious food and water, and decreasing exposure and consumption of unhealthy food and beverages; place-based approaches to increase access to healthy food (could include “pop-up” and mobile retailers and pantries, congregate meal programs, community kitchens, food co-ops, etc.); food and</p>		

DECISIONS MADE

nutrition education; community-led strategies to increase physical activity and promote active lifestyles; weekend food for kids; and sugary drink and junk food countermarketing, including youth-led.

2. Fresh Bucks: to increase the number of eligible and enrolled residents who receive Fresh Bucks voucher by mail (\$40/person/month). If enacted, this allocation would serve 1,000 additional residents with Fresh Bucks vouchers.

3. Priorities for Community-led Programming/Projects (in order of priority): 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.

Preliminary Recommendations for One-time Funding (based on \$3.8 million available)

<i>(In order of priority)</i>	Rec'd Allocation	% of Total
Scratch cooking ¹		
Water filling stations (at schools, community centers) ¹		
Evaluation Infrastructure/needs assessment ¹		
Public Awareness/Countermarketing ²		
Small-scale refrigeration infrastructure ¹		
Total One-Time	\$3,789,772	100.00%

1. More information needed to inform final recommendations.

2. The recommendation for this allocation would be to expand existing funding available for the current public awareness/countermarketing campaign.

FOLLOW-UP ACTION ITEMS

#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Draft 2020 Budget Recommendations; circulate to CAB before June meeting	C. Wong, L. Suzumura, J. Krieger (B. Igoe supporting)	6/10/2019
2	Collect more information on priorities identified for one-time expenditures	B. Igoe	6/10/2019
3	Finalize Food Access Stakeholder Engagement Summary Report and post online	B. Igoe	6/14/2019

Meeting Notes

Christina Wong, Co-Chair, facilitated the meeting

Welcome and Introductions

- CAB members introduced themselves.
- City staff and guests from the public introduced themselves.
- CAB reviewed the agenda.

Context Setting Presentations (10:10-11:55)

Review Foundational Work

L. Suzumura reviewed the CAB's foundational work including the CAB's values, criteria, budget principles, and meeting agreements. She also reviewed the key outcomes of the CAB's December 2018 workshop and reminded CAB members to focus on these intentions as they work through the 2020 budget recommendations.

Information Packets

B. Igoe (CAB staff) passed out the information packets and provided a quick overview on the materials included, i.e.:

- Preliminary summary and results from the CAB's food access stakeholder engagement events. [A final summary report will be posted on the CAB webpage in June.]
- Summary findings from DEEL's early learning community engagement associated with the Families, Education, Preschool, and Promise Levy efforts.
- Early learning results from the CAB's 2018 community input survey (see page 33 of the [2018 and 2019 Budget Recommendations](#)).
- Executive summaries from the [Healthy Food Availability & Food Bank Network Report](#), a recent report prepared by the SBT Evaluation Team.
- Example scope of work and cost quote from NWP Consulting for a public awareness and countermarking campaign.
- CAB's early ideas for 2020 Budget Recommendations, as discussed over the last few months.

Briefings from City Staff

Staff from Department of Education and Early Learning (DEEL), Human Services Department (HSD), and Office of Sustainability & Environment (OSE) provided 5 minutes briefings on **unmet program needs**.

S. Lerman provided an update on OSE food access programming funded by SBT.

- Fresh Bucks is working with eight community-based organizations (CBOs) to run an enrollment campaign to qualify and enroll even more residents into Fresh Bucks so customers can receive \$40 per month in Fresh Bucks vouchers by mail. The partnering CBOs are experts in serving priority communities most impacted by food insecurity and unequal access to resources and opportunities due to structural and systemic racism, including low-income Hispanic, Black/African American, American Indian/Alaska Native (AIAN), Native Hawaiian Pacific Islander (NHPI) communities, and immigrants and refugees. Seattle residents under 80% area median income are eligible. There was huge demand when the enrollment campaign launched. The public enrollment spots filled in the first 30 minutes. The CBO enrollment slots will fill by end of May. Of those enrolled by CBOs so far, 90% are people of color. **Approximately 4,000 people on the waitlist.**
- Regarding the Fresh Fruit and Vegetable Program (snack program) in schools, nine elementary schools enrolled immediately when OSE made the program available. OSE is working with a consultant to onboard the remaining 10 schools with the aim of getting all 19 elementary schools with 50% or more students who qualify for Free and Reduced Price Meals participating in the program. Additionally, OSE is working with FEEST, which is developing recommendations for how best to expand the snack program into high schools.
- *Question from the CAB* – has Fresh Bucks considered expanding its voucher distribution sites into schools and would it be open to a pilot program in this setting? *Response* –

yes, a pilot might a way to test this. However, with our current budget, we are already distributing the max incentive available.

C. Clark provided an update on DEEL early learning programming funded in part by SBT.

- DEEL is working to align supports in health and coaching through its integrated health consultation, coaching and training for birth-to-three providers. The first training cohort is with the Child Care Assistance Program providers; DEEL is prioritizing providers with a high subsidy rate. **An area of unmet need is the physical environment of the infant and toddler classroom.** Staff have noticed that these classrooms would benefit from more developmentally appropriate materials. Additionally, there is need for operational support for this program.
- Across the entire portfolio of birth-to-three investments, there is a **need for external evaluation across the programs and services to understand if they have the right mix of programs and services.** Evaluation is super important during these formative stages. There are also some program adjustments underway—e.g. with the adapted version of the Parent-Child Home Program, they switched from a 2-year cohort to a 1-year cohort model—and it would be important to evaluate the tradeoffs of these changes.
- *Comments from a CAB member* – there are big changes at Public Health – Seattle & King County that will put pressure on the City’s early learning and food access work through increased demand for services and resources. For example, anticipate changes to WIC and First Steps, essential parts of the safety net for King County, including 50 layoffs. Something to think about is how DEEL, HSD, and OSE are going to adapt to these changes within the larger ecosystem of early learning and food access programming.

T. James provided an update on HSD food access programming funded by SBT.

- **One immediate area of unmet need in HSD’s portfolio is for more staff capacity.** HSD has many programs funded by SBT and the programs are spread across two divisions within the department (Aging and Disabilities Services & Youth and Family Empowerment). HSD is looking at how it can take a department-wide approach and align its programs across the divisions, to maximize efficiency and effectiveness. HSD has been conservative about staffing – while SBT has more than doubled our food portfolio yet HSD had added no new FTE.
- **Other opportunities and areas of unmet need include:**
 - Farm to Table and Fresh Bucks to Go could expand to more sites.
 - In HSD’s 2019 Food and Nutrition RFP, \$4.2 million is available in funding and HSD received nearly double the amount of funding requests.
 - For community-based meal providers and programs, HSD made out one-time funding available for a bulk buy program (@\$180,000), but this opportunity could easily be continued.
 - Congregate meal sites that serve older adults could use more support and resources to provide transportation to get people to the meal sites. An estimated \$200,000 is needed to help address these transportation needs.

- In HSD’s 2019 Food Access Opportunity Fund, it made \$800,000 available yet had \$1.1 million in requests. With another \$221,000, HSD would fully fund an additional 3 organizations that applied.

A. Blumenthal, City Budget Office, provided an overview of SBT spending to-date

- A. Blumenthal provided a spreadsheet of “point in time” SBT spending as of May 8, 2019 [see screenshots on next page]. He emphasized that the financial outlook can change— budgets and spending can and do change.
- Some column definitions [see screenshots on next page]:
 - 2019 Adopted Budget is what Council ultimately approved for the departments
 - 2019 Revised Budget are carryforward approvals. This includes (1) contractual commitments to spend (also called encumbered budget), such as a contract that was set up in 2018 with the expectation to spend, and (2) legislative carryforward, which is not contractual/encumbered budget but resources for which the department made a case for why the money should carryforward.
 - 2020 Endorsed Budget is projected/planned spending
- The Revenue Reserve and Availability figures [highlighted rows in the screenshot on following page] show what revenue is unallocated, or not dedicated to any program or service. This includes \$2.4 million available for ongoing programming and at least \$3.1 million available for one-time expenditures.
- Regarding the 10% Financial Reserve – SBT would benefit from a target reserve if revenue flattens or goes down. Ten percent is a guess at this point; the City does not know what the appropriate reserve target should be. The CAB does not have to consider this reserve has “off the table” and could consider it as available for ongoing programming.

Page 1 of the spreadsheet:

ALL 2019 and 2020 Data Reflects PROJECTIONS and best known budget as of 5/8/2019				
Sweetened Beverage Tax Financial Plan - Department	2018 Actual Expenditures	2019 Adopted Budget	2019 Revised Budget	2020 Endorsed Budget
Starting Balance ¹	\$ (484,710)	\$ 11,035,872	\$ 11,035,872	\$ 5,583,799
Revenue²	\$ 22,254,493	\$ 21,386,205	\$ 23,970,000	\$ 24,329,000
Expenditures				
Department of Education and Early Learning	\$ 3,833,306	9,984,798	\$ 14,037,880	\$ 9,885,538
Department of Parks and Recreation	\$ -	\$ 150,000	\$ 150,000	\$ 150,000
Finance and Administrative Department	\$ 779,259	\$ -	\$ -	\$ -
Human Services Department	\$ 3,477,021	\$ 5,910,650	\$ 6,929,436	\$ 5,641,150
Office of City Auditor	\$ 360,000	749,764	\$ 1,519,528	\$ 749,764
Office of Sustainability and Environment	\$ 2,284,324	\$ 3,697,186	\$ 5,785,229	\$ 4,557,186
Other ³	\$ -	\$ 500,000	\$ 1,000,000	\$ 500,000
Total	\$ 10,733,911	\$ 20,992,398	\$ 29,422,073	\$ 21,483,638
Ending Unreserved Balance	\$ 11,035,872	\$ 11,429,679	\$ 5,583,799	\$ 8,429,162
Revenue Reserve and Availability			\$ 5,583,799	\$ 8,429,162
Financial Reserve (10% annual revenue reserved)			\$ 2,397,000	\$ 2,432,900
Administrative/One-Time per Ordinance			\$ 638,872	\$ 3,150,899
Available for Ongoing			\$ 2,547,927	\$ 2,845,362
¹ Tax implementation spending was recorded against SBT before revenue was collected in 2018.				
² Revenue reflects actual receipts for 2018, and projected receipts for 2019, 2020				
³ Reserve budgeted for worker retraining program				
				(Side 1)

Page 2 of the spreadsheet:

ALL 2019 and 2020 Data Reflects PROJECTIONS and best known budget as of 5/8/2019				
Sweetened Beverage Tax Financial Plan - Priority	2018 Actual Expenditures	2019 Adopted Budget	2019 Revised Budget	2020 Endorsed Budget
Starting Balance ¹	\$ (484,710)	\$ 11,035,872	\$ 11,035,872	\$ 5,583,799
Revenue²	\$ 22,254,493	\$ 21,386,205	\$ 23,970,000	\$ 24,329,000
Expenditures³				
Implementation Costs	\$ 779,259	\$ -	\$ -	\$ -
Education and Early Learning	\$ 3,833,306	\$ 7,817,216	\$ 10,488,413	\$ 8,435,005
Seattle Promise Endowment	\$ -	\$ 2,167,582	\$ 3,549,467	\$ 1,450,533
Food Access Programming	\$ 5,761,345	\$ 9,357,836	\$ 12,214,665	\$ 9,948,336
Other Expenditures	\$ 360,000	\$ 1,149,764	\$ 3,169,528	\$ 1,649,764
Evaluation	\$ 360,000	\$ 749,764	\$ 1,519,528	\$ 749,764
Media	\$ -	\$ 250,000	\$ 500,000	\$ 250,000
Worker Retraining	\$ -	\$ -	\$ 1,000,000	\$ 500,000
Parks programs	\$ -	\$ 150,000	\$ 150,000	\$ 150,000
Total	\$ 10,733,911	\$ 20,492,398	\$ 29,422,073	\$ 21,483,638
Ending Unreserved Balance	\$ 11,035,872	\$ 11,929,679	\$ 5,583,799	\$ 8,429,162
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² Revenue reflects actual receipts for 2018, and projected receipts for 2019, 2020				
				(Side 2)

CAB's 2020 Budget Recommendations (11:55–4:15)

Setting up the afternoon

M. Wilborn (facilitator) outlined the plan for the rest of the meeting. The CAB would work through the following features of its 2020 Budget Recommendations:

- Determine budget categories/framework for 2020 recommendations
- Identify priorities and activities to recommend for ongoing and one-time funding
- Determine budget allocations

Discussion and analysis of results from Food Access Stakeholder Engagement events

The CAB reviewed and discussed the preliminary, summary results from its Food Access Stakeholder Engagement events held on April 30 and May 2. Discussion started in small groups and focused on the following guiding questions:

- *What values, needs, and concerns are expressed?*
- *What other themes or trends are you noticing across all groups?*
- *What remarks resonate most with you?*

M. Wilborn asked the CAB to focus first on the feedback received from people of color who participated in the events, as centering POC voice aligns with the CAB's values and budget principles.

CAB's April 30 and May 2 Stakeholder Engagement Events:

- Attended by representatives from 57 organizations (81 participants total)
- Purpose was for participants to review and provide feedback on the CAB's 2019 Budget Recommendations (to help inform the CAB's 2020 Budget Recommendations)
- Participants did an activity in groups of 8-10 people to prioritize the CAB's 2019 recommended activities and rework the CAB's 2019 focus areas

CAB observations on POC feedback received during stakeholder engagement and themes:

- Given regressive nature of tax, want to see visible, tangible benefits in their communities
- Use "nutritious" instead of "healthy" when describing activities. By what standards is the CAB evaluating "healthy" – and are the standards culturally relevant?
- For the public awareness and countermarketing campaign, CAB needs to closely consider "who's the messenger" for this effort to be successful
- Need for more [culturally relevant, in language] "boots on the ground" to educate, promote, and raise awareness

CAB observations on general feedback received during stakeholder engagement and themes:

- Theme: avoid spreading the investments too thin
- Theme: expand and re-invest in existing programs rather than starting more new things
- Theme: need for more data and evaluation of the SBT investments to better assess how and whether the programs/activities are serving intended communities/populations
- Theme: tangibility – to show results of these investments and provide tangible benefits to communities.
 - This seems to be affecting the prioritization of the public awareness and countermarketing campaign, which was consistently deprioritized at the stakeholder events with a few exceptions
 - Is there a way to combine the public awareness and countermarketing campaign with a tangible benefit?

- Theme: invest more in “outreach and education”
 - CAB would like more information on how stakeholders are defining/envisioning outreach and education (e.g. is it outreach and education about the tax and the investments? About the programs and services available and where/how to access them?)
- Theme and interesting tension between “bandaid” and “systemic solutions”. Stakeholders clearly supported investments in both, but what is the right mix and balance?
- Theme and interesting tension between “education” and “access”, i.e. providing culturally relevant food and nutrition education vs. increasing access to healthy food.
 - The CAB has typically prioritized access but there are stakeholders advocating for more education.

CAB observations on how stakeholders dealt with the CAB’s 2019 focus areas

- Stakeholders tended to collapse the “Support for people with diabetes and obesity” category into the community-based programming category.
- Stakeholders tended to increase the % allocation to “Evaluation” and noted that “Evaluation” need to be a part of every major program/activity/focus area

Discussion and Decision on Framework for 2020 Budget Recommendations

The CAB turned its discussion to developing a framework/focus areas for its 2020 Budget Recommendations. CAB members tossed out a few proposals and ideas and discussed considerations for each.

Idea: Differentiate investments by City-led vs. Community-led

1. City-led programs that address food access/birth-to-three services
2. Community-led programs that address food access/ birth-to-three services

Features/considerations raised by individual CAB members

- Affirm that City-led programs should continue to partner with community-based organization to run the programming.
- Allot evaluation support to every program
- This approach wouldn’t take into account what programs/strategies are the most impactful
- This gives the City much more ability to define to strategies. The fewer categories the CAB recommends, the more latitude the City has to design the investments.

Idea: Differentiate investments by key types of interventions, e.g.:

1. Direct benefit programs (e.g. Fresh Bucks)
2. Direct provision of healthy food (e.g. food banks, meal programs)
3. Food system interventions and infrastructure (e.g. water bottle filling stations, scratch cooking in Seattle Public Schools)

Features/considerations raised by individual CAB members

- Would take a little work to define the intervention types
- This would make it easy for the City not to invest in community-led programming
- Could recommend within each of these investment areas a percent of funding that must be dedicated to community contracts for program/strategy development, design, implementation.

Idea: Combine “Nutritious Food and Beverage Access” category with “Community-based programming”

Features/considerations raised by individual CAB members

- This would make it easy for the City not to invest in community-led programming
- Could specify the percent of funding that must go to community contract

Idea: Combine Community-based programming with support for people with diabetes and obesity

Other comments/discussion points

- Last year, the CAB left the door wide open for general fund swaps – need to avoid this again
- Seems like all the activities the CAB identified can be led by City or CBOs. How do we decide the right mix of investment?
- Hesitant to move forward with any budget recommendation that does not clearly and explicitly define City-led vs. Community-led programming. It’s easy for the City to label all SBT investment as “community-based”, because the City contracts with CBOs to implement the programs. But ultimately, the City gets to decide the intervention and strategies. Need to carve out resources and opportunities for strategies and interventions that are identified by community and led by community.

Using fist-to-five to test for agreement/consensus, the CAB decided on the following budget framework. There were no blocking concerns.

	Budget (\$/%)
Healthy [Nutritious] Food, Beverage Access, Physical Activity, Education/Awareness	
Community-led programming (grants to CBOs via RFP)	
City-led programming (Fresh Bucks expansion)	
Birth-to-Three	
Community-led programming (grants to CBOs via RFP)	
City-led programming	
Evaluation	

Identification of priorities and activities to recommend for ongoing and one-time funding

With the framework for the 2020 Budget Recommendations decided, the CAB turned its attention to the priorities and activities to recommend for funding.

The first item of discussion was whether or not the CAB would make recommendations on the full SBT investment portfolio (including existing programs and services) or just the unallocated revenue.

Discussion points:

- It is the role of the CAB to recommend on the all SBT revenue – this includes recommending whether programs/activities currently supported by SBT revenue should
 - continue receiving SBT funding
 - receive more SBT funding to expand
 - discontinue receiving SBT funding

- It's been 18 months since SBT started. Many of the existing programs and services are new or still expanding. The CAB doesn't have enough information to determine which existing programs should continue, expand, or discontinue.

Using fist-to-five to test for agreement/consensus, the CAB decided to focus its 2020 Budget Recommendations on the unallocated funding only.

The CAB used a "bubble up" prioritization activity to determine the activities to recommend for funding with 2020 unallocated budget. All the original food access and birth-to-three activities featured in the CAB's 2019 Budget Recommendations were written on sticky notes. Additionally, new activities that emerged from the food access stakeholder events were written on sticky notes.

Sticky notes were then group by the 2020 budget categories, i.e.:

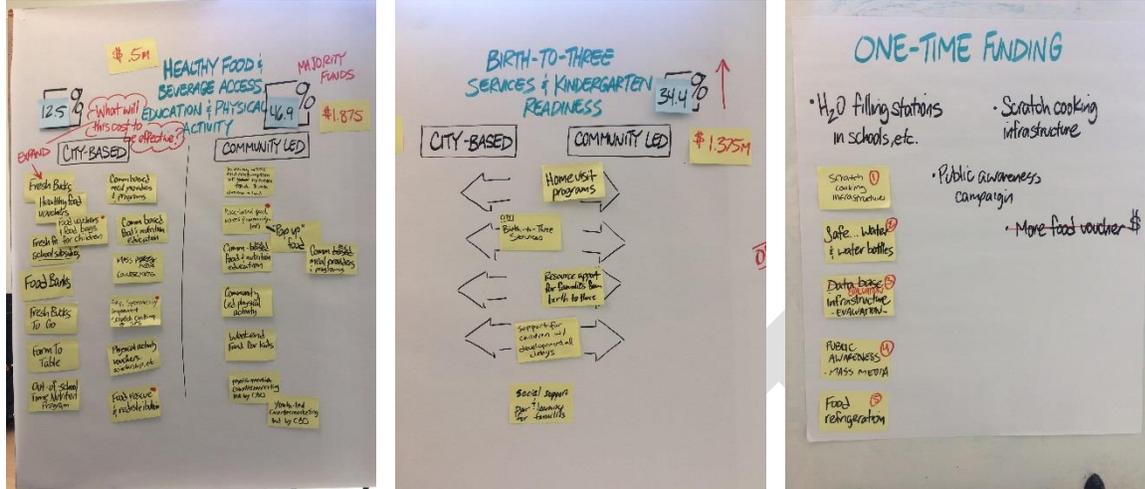
Ongoing Funds	One-Time Funds
Food Access <ul style="list-style-type: none"> • City-led programming • Community-led programming Birth-to-three <ul style="list-style-type: none"> • City-led programming • Community-led programming Evaluation	

M. Wilborn led the CAB through the bubble up prioritization process, by category. Activities were systematically ranked against one another, with the most important activities rising to the top of the list like bubbles. M. Wilborn started by randomly choosing two activities in a given category for the CAB to consider. The CAB discussed which activity was a higher priority to advance equity and given the feedback from stakeholder engagement. The higher priority activity sticky note was placed on top. Then a third activity was compared to these two activities, starting from the bottom of list. When the CAB determined an activity should have greater priority over the other, the sticky note position was swapped. The CAB continued with this process until it had prioritized all activities in each category. The result was a list of ranked activities, by category.

Photo of the bubble up prioritization in process:



Raw results from the bubble up prioritization, by category:



Healthy Food & Beverage Access	
<p>City-led programs (in order of priority)</p> <ul style="list-style-type: none"> • Fresh Bucks / Food Gap Vouchers • Food Vouchers for Children (new) • Fresh F/V Subsidies to Schools • Food Banks • Fresh Bucks to Go • Farm to Table • Out-of-School Nutrition Programs • Meal programs • Community-based food and nutrition education • Public awareness and countermarking campaign • Physical activity vouchers, scholarships etc. • Food rescue and redistribution (new) 	<p>Community-led programs (in order of priority)</p> <ul style="list-style-type: none"> • Increasing access and consumption of nutritious food and water, and decreasing exposure and consumption of unhealthy food and beverages • Place-based approaches to increase access to healthy food (includes “pop-up” and mobile retailers and pantries, congregate meal programs, community kitchens, food co-ops, etc.) • Food and nutrition education • Community-led strategies to increase physical activity and promote active lifestyles • Weekend food for kids • Sugary drink and junk food countermarking, including youth-led.
<p><i>Key discussion during prioritization activity:</i></p> <ul style="list-style-type: none"> • In general, the CAB prioritized access over education. Access is more fundamental. Nutrition education isn’t relevant or effective if a resident doesn’t first have access to healthy foods. • Physical activity was ranked relatively low because several CAB members reasoned food and nutrition programming was more relevant to SBT. • Transportation vouchers was removed from the list – more information is 	<p><i>Key discussion during prioritization activity:</i></p> <ul style="list-style-type: none"> • “Pop-up” retailers should be included as an example of place-based food access programming • Removing vending machines in schools was removed as a standalone activity – if identified by community as a promising strategy, this would be captured in the first activity “Increasing access and consumption of nutritious food and water, and decreasing exposure and

Healthy Food & Beverage Access	
<p>needed and this strategy, while important, is potentially too expensive (per a Statement of Legislative Intent response by SDOT and OSE)</p> <ul style="list-style-type: none"> • Food banks moved up in priority since 2019 since the need has increased and stakeholders ranked food banks relatively high • Scratch cooking at Seattle Public Schools was removed from 2020 ongoing funding out of a recognition that there is a need to first invest in infrastructure with one-time funding (see one-time priorities, below) 	<p>consumption of unhealthy food and beverages”</p>

Birth-to-Three	
City-led programs	Community-led programs (in order of priority) <ul style="list-style-type: none"> • Home visiting programs • Resource support for families with children from birth-to-three • Support for children with developmental delays • Social support and peer learning for families.
	<p><i>Key discussion during prioritization activity:</i></p> <ul style="list-style-type: none"> • Deferring to the one early learning seat, the CAB decided that all of these activities could be done by community-based organizations. Given that DEEL does not offer any birth-to-three grant/RFP opportunities for community partners, and the department is still developing and scaling up its own programming, the CAB decided that all of the 2020 unallocated funding dedicated to birth-to-three should be directed at community-led programming.

One-Time Funding
<p>(In order of priority) Scratch cooking Water filling stations Evaluation infrastructure/needs assessment – for evaluation support Public Awareness and Countermarking Campaign Fresh Bucks to Go, Farm to Table (refrigeration infrastructure)</p>
<p><i>Key discussion during prioritization activity:</i></p> <ul style="list-style-type: none"> • <i>More information is needed on all of these investments areas</i> • <i>For evaluation, there should be a needs assessment to determine what sort of infrastructure or capacity is needed to support the ongoing evaluation efforts</i>

- *At a minimum, another \$150,000 is needed on top of the \$500,000 in reserve to support an effective launch of the public awareness and countermarketing campaign*

Determination of Recommended Budget Allocations

With the activities prioritized, the CAB transitioned to determining the budget allocations by category. It started by calculating how many people it could take off the Fresh Bucks voucher by mail waitlist and still have funds for other priorities. After brief deliberation, the CAB decided on the following budget allocations:

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Evaluation	\$250,000	6.25%
Total Ongoing	\$4,000,000	100.00%

Next Steps and Wrap-up

The CAB determined that B. Igoe would support the Executive Committee (C. Wong, J. Krieger, L. Suzumura) to draft the 2020 Budget Recommendations in time for final deliberations at the June 13 CAB meeting.

The meeting adjourned at 4:15.

-END-