

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

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| MEETING SUMMARY | <p>Date: Thursday, November 14, 2019</p> <p>Time: 9AM – 11AM</p> <p>Location: 2100 Building (2100 24th Avenue South, Seattle, WA 98144)</p> |
| MEMBERS PRESENT: | Jen Moss, Paul Sherman, Tanika Thompson-Bird, Christina Wong <i>By phone:</i> Laura Flores Cantrell, Dila Perera |
| MEMBERS ABSENT: | Lisa Chen <i>Seat 2 – Vacant (Food Access Representative)</i> <i>Seat 3 – Vacant (Food Access Representative)</i> <i>Seat 4 – Vacant (Community Representative)</i> <i>Seat 10 – Vacant (Early Learning Representative)</i> |
| GUESTS: | Office of Sustainability & Environment (OSE): Bridget Igoe Human Services Department (HSD): Tara James, Pamela Maskara, Amaury Avalos, and Cindy McMahan |

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| DECISIONS MADE | <p>(1) The CAB decided it will issue a letter with the following responses to the Council budget actions related to P-Patch funding (CBA OSE-2-B-1, CBA OSE-2-C-1):</p> <ul style="list-style-type: none"> The CAB endorses a \$2,225,000 reduction in proposed one-time funding for P-Patch, leaving \$725,000 for P-Patch, and redirecting funds to CAB priorities. The CAB recommends stronger proviso language that specifies P-Patch funding must support food access and early learning activities (e.g. market gardens, using EBT at P-Patch, donation to food banks, donation to community groups, preschool site visits) and ensure equitable distribution of funds across P-Patch gardens in the <i>Healthy Food Priority Areas</i>. The CAB endorses a one-time increase of \$225,000 for Fresh Bucks and recommends cutting \$225,000 from the food and meal microgrant program, leaving \$735,000 for the microgrant program. <p>(2) The CAB approved T. Thompson and J. Moss as the new co-chairs.</p> |
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| FOLLOW-UP ACTION ITEMS | | | |
|------------------------|---|-----------------------------------|-------------|
| # | ITEM | RESPONSIBLE PERSON(S) | TARGET DATE |
| 1 | Issue response to (CBA OSE-2-B-1 , CBA OSE-2-C-1) | C. Wong with support from B. Igoe | 11/15/2019 |

Meeting Notes

C. Wong facilitated the meeting.

Public Comment

Lynn Sereda, Fresh Bucks customer

Until recently, L. Sereda was unaware of CAB meetings or the CAB's community engagement activities. She wonders how many others don't know about the CAB. She would like CAB members to hear from people who are using the [Fresh Bucks] program and would like to see more community input and outreach. Her neighbors are unable to attend CAB meetings to provide input because they are working. She likes the educational aspects of [Fresh Bucks] and would like more opportunities to be an advocate for the program. The program has been a great benefit to her personally and she lost 65 pounds using Fresh Bucks vouchers. She believes that there are better ways to reach the community and engaging folks using the program should be a priority.

Program Updates

Tara James, HSD provided a brief update on the sugary drinks counter-marketing campaign

HSD recently announced the results from its SBT-funded Public Awareness & Counter-Marketing Campaign Consultant Contract RFP (read Nov. 2019 blog post [here](#)). The rating committee selected [The Vida Agency](#), a WMBE (women- and minority-owned businesses) firm with extensive community engagement and marketing experience.

Pamela Maskara, HSD provided a brief update on the Food Access Opportunity Fund

As reported earlier this year (read May 2019 blog post [here](#)), HSD awarded Food Access Opportunity Fund grants to 18 organizations. Individual grants were up to \$50,000 over an 18-month contract. Eighty percent of the organizations were first time contractors with HSD and led by people of color. HSD is also contracting with Wayfinder to provide evaluation support to the 18 grantees, as recommended by the CAB.

Nadine Chan, Public Health – Seattle & King County provided a written update on the SBT Evaluation c/o Bridget Igoe (CAB staff)

Year 1 report on child cohort and store audit: *The completion of the report is pending work to incorporate findings on point-of-sale scanner data. We are working with City Council to schedule a presentation of this report in quarter one of next year, followed by a presentation to CAB.*

Year 2 data collection (child cohort, store audit, norms survey)

- *We received Institutional Review Board approval the week of November 11, 2019 to carry out surveys with the child cohort. We are now actively re-contacting families. We expect to complete data collection from families in the first quarter of 2020.*
- *The store audits are expected to wrap up the week of November 18, 2019, with over 90% response rate among stores we audited at baseline.*
- *The surveys on adult norms and attitudes were completed the week of November 11, 2019, with roughly 800 respondents in Seattle and 800 from comparison cities.*

Community Engagement Update

Presented by Bridget Igoe, OSE & CAB staff liaison

B. Igoe provided a brief update on the status of the CAB’s 2019 Phase 2 Community Engagement project. **See Appendix A (below) for details.** Engagement activities (focus groups and surveys) are underway and should wrap-up in December. Alma Villegas, the community engagement consultant, will provide a summary report of all the efforts in early 2020, including a presentation to the CAB.

Budget Process Update

Presented by Christina Wong, CAB Chair

C. Wong briefed the CAB on two competing Council budget action proposals that would cut the Mayor’s proposed one-time funding for P-Patch and redirect funds to other CAB priorities (see table below). The budget actions are relatively similar and both are responsive to the CAB’s response and recommendations to the Mayor’s proposal to use \$3 million one-time SBT for P-Patch community gardens (read CAB’s Oct. 17 letter to Council [here](#)).

| CBA OSE-2-B-1 | CBA OSE-2-C-1 |
|--|--|
| <p>Budget Actions (differences noted in red text)</p> <ul style="list-style-type: none"> Decrease SBT one-time support for P-Patch by \$2.5 million, leaving \$500,00 for P-Patch capital improvements in <i>Healthy Food Priority Areas</i>, per proviso Includes \$225,000 as a one-time increase to Fresh Bucks Would increase support for CAB priorities and recommendations, including scratch cooking, water filling stations, micro-grant program for meal programs, program evaluation, CAB support, diapers for families, and strategies to connect families with children ages 0-3 to childcare. | <p>Budget Actions (differences noted in red text)</p> <ul style="list-style-type: none"> Decrease SBT one-time support for P-Patch by \$2.275 million, leaving \$725,000 for P-Patch capital improvements in <i>Healthy Food Priority Areas</i>, per proviso Does not include any one-time increases for Fresh Bucks Would increase support for CAB priorities and recommendations, including scratch cooking, water filling stations, micro-grant program for meal programs, program evaluation, CAB support, diapers for families, and strategies to connect families with children ages 0-3 to childcare. |

Council would like the CAB to weigh in on these proposed budget actions by Nov 15.

C. Wong and D. Perera met with CM O’Brien and CM Gonzalez to express concerns that there is no SBT funding for a prenatal-to-three grantmaking program for community-led programming. In response, some of the proposed budget adjustments address some of the CAB’s prenatal-to-three priorities related to family support.

C. Wong has been trying to get in touch with CM Herbold’s office to understand the motivation for the \$725,000 allocation to P-Patch (rather than the \$500,000 proposed by CM O’Brien). For example, is CM Herbold hearing from community that community gardening is needed, or is she simply opposed to a \$225,000 one-time 2020 allocation to Fresh Bucks, since it could set up the expectation that there is \$225,000 additional funding available on an ongoing basis.

Given Council's apparent support for some allocation to P-Patch, C. Wong proposed the following:

- Cut SBT one-time support for P-Patch by \$2.275 million, leaving \$725,000 for P-Patch capital improvements in *Healthy Food Priority Areas*.
- Cut one-time support for a new food and meal microgrant program by \$225,000, leaving \$735,000 for the microgrant program. Shift the \$225,000 to Fresh Bucks for a one-time addition. The rationale is that Fresh Bucks has consistently been a CAB priority because it provides direct benefit to income-eligible residents. Additionally, even at the \$735,000 level, the microgrant funding would exceed the \$500,000 originally recommended by the CAB.

CAB Deliberation:

- Concerns were raised about P-Patch programming as a food access strategy that can benefit families in need immediately.
- There was clarifying discussion about P-Patch food access programming (market gardens, food bank donation program) and the proposed proviso language, which would restrict the P-Patch allocation to *Healthy Food Priority Areas* identified in [Public Health's Health Food Availability & Food Bank Network report](#) (page 23).
- An idea for stronger proviso language was raised, to ensure not only that the P-Patch allocation is targeted in certain geographic areas but that the type of programming is focused on food access and early learning strategies.
- There was quick discussion on the \$100,000 diaper investment. D. Perera affirmed there is great need for diapers and thinks this will allocation will be used, albeit very quickly.
- There was some deliberation over the \$225,000 one-time add to Fresh Bucks and whether Fresh Bucks, as a City-led benefits program, supports community-led approaches to food access. On the flip side, Fresh Bucks is in high demand because it provides direct cash benefit to residents so they can buy more healthy food.

*****CAB Decision Point*****

Using fist to five to test for agreement, the CAB unanimously decided on the following:

1. Does CAB endorse \$725,000 for P-Patch? **YES**
2. Does CAB want to recommend stronger P-Patch proviso language that specifies funding must support food access and early learning activities (e.g. market gardens, using EBT at P-Patch, donation to food banks, donation to community groups, preschool site visits) and ensure equitable distribution of funds across P-Patch gardens in the Healthy Food Priority Areas. **YES**
3. Does CAB want to protect the \$225,000 one-time for Fresh Bucks and instead cut \$225,000 from microgrants, leaving \$735,000 for microgrants (which is still above and beyond original recommendations). **YES**

Next Step: By Nov. 15, C. Wong will issue a letter on behalf of the CAB, summarizing the CAB's response to the proposed Council budget actions.

Lookahead Planning

CAB leadership

The CAB needs to elect its new Executive Committee, which consists of two co-chairs and one at-large member (see [CAB policies and procedures](#), page 2-3). Currently, C. Wong is the only CAB member on the Executive Committee and has served the maximum two one-year terms.

T. Thompson and J. Moss volunteered to be considered for the co-chairs positions.

The CAB discussed that it would be ideal to have an Early Learning representative serving as the at-large member of the Executive Committee. D. Perera declined due to lack of time and bandwidth.

*****CAB Decision Point*****

Using fist to five to test for agreement, the CAB unanimously approved T. Thompson and J. Moss as the new CAB co-chairs.

The CAB will see if the new Early Learning representative, once appointed, would be interested.

2019 SBT Annual Report

Due to time, this topic was not addressed.

2020 CAB Schedule (High-level)

B. Igoe (CAB staff) presented a high-level view of the CAB's 2020 Schedule (see **Appendix B below**).

The CAB briefly discussed potential topics for its annual planning retreat, which will be held as soon as the four vacant positions are appointed. February is probably the most realistic month. Potential topics include:

- a. Team building – since there will be many new members
- b. 2019 reflections and debrief
 - Build an “equity filter” into the CAB decision making processes (related to item d)
 - Build early learning considerations into the CAB decision making processes (related to item d)
 - Discuss how the CAB wants to approach advocacy in 2020, not just with CMs, but with community groups
- c. Racial equity training and applications to CAB's functioning and work
- d. Review and update CAB's [policies and procedures](#)
- e. Review and update CAB's [vision, values, budget principles, meeting agreements](#)
- f. Identify topics the CAB may want training on in 2020 (e.g. early learning, equity issues). The CAB desires early learning trainings be led someone outside of City government so the CAB can get a sense of community-based early learning work outside of what the City is leading.

B. Igoe is going on parental leave from in December through April. There will be someone to support the CAB in a temporary assignment during this time.

-END-

Appendix A: 2019 Community Engagement – Phase 2 Update

Overview

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| Purpose | To gather input from Seattle’s residents to inform the CAB’s <u>2021</u> budget recommendations. |
| Focus participants | Low-income Asian and Pacific Islander, Black/African American, Native and Indigenous communities, Hispanic, Latinx, immigrants, refugees, and communities with language barriers. |
| Activities | Partner with CBOs and individual community consultants to lead authentic community engagement event(s) with residents/focus participants. A community engagement consultant will provide technical assistance, help design engagement tools and strategies, and monitor deliverables. |
| Timeline | July – December 2019 |

Snapshot of Progress

| Major Milestone | Status | Notes |
|---|-----------------|---|
| Issue Request for Applications | Completed | |
| Send Notice of Awards | Completed | |
| Execute contracts | Completed | *See page 2 for list of partners |
| Draft engagement tools | Completed | CAB provided input on guiding questions at August and September meetings |
| Host Kick-off meetings | Completed | Held on 10/1/19 and 10/2/19. CBOs and community consultants reviewed and provided input on focus group and survey questions. |
| Finalize engagement tools | Completed | *See below for focus group questions. The questionnaires are attached separately. |
| Translate engagement tools | Completed | Focus Group Languages: Amharic, English, French, Oromo, Somali, Spanish, Tigrinya, Vietnamese Survey Languages: Amharic, English, French, Khmer, Somali, Spanish, Tagalog, Trigrinya, Vietnamese |
| Implement community engagement activities | In progress | 10/28/19 – 12/31/19 |
| Reporting | Not yet started | 10/28 – 1/31/2020 |

Community Engagement Partners

| Organizations | Community Consultants |
|--|---|
| Asian Counseling and Referral Service Central Area Collaborative Eritrean Association in Greater Seattle Filipino Community of Seattle Horn of Africa Services Mercy Housing Northwest Rainier Beach Action Coalition Somali Health Board South Park Information and Resource Center South Park Senior Citizens West African Community Council | Erica Chung & David Della (Green Shoots) Mercedes Cordova-Hakim Pah-tu Pitt Senait Tilahun Victoria García Tamayo |

| Partner | FOOD ACCESS | | EARLY LEARNING | |
|---|--|--|---|---------|
| | Focus Group | Survey | Focus Group | Survey* |
| Asian Counseling and Referral Service | | Mount Baker – Asian / Pacific Islander community | | |
| Central Area Collaborative | | Garfield Community Center; Multi-cultural youth and adults | Columbia City - African American parents | |
| Eritrean Association in Greater Seattle | | South Seattle; Eritrean seniors North Seattle; Eritrean seniors | | |
| Filipino Community of Seattle | | Central Seattle - multi-cultural adults | African American Parent Group | |
| Green Shoots – Liaisons Erica Chung & David Della | | | Facilitated by David Della | |
| | | | Beacon Hill – Denise Louise Multi-cultural parents | |
| Horn of Africa Services | North Seattle – Eritrean and Ethiopian adults | | | |
| Mercy Housing Northwest | South Seattle – Othello Station Vietnamese adults | Magnuson Park; multi-cultural adults | | |
| Mercedes Cordova-Hakim – Liaison | Facilitated by Mercedes Cordova-Hakim | | Seattle - Multi-cultural parents | |
| Rainier Beach Action Coalition | | Rainier Beach; multi-cultural youth surveys | | |
| Somali Health Board | Lake City SHA - Somali youth, adults and seniors | South Seattle – Somali adults | South Seattle - Somali parents | |
| South Park Information and Resource Center / Via Comunitaria | South Park - Latinx adults | | Lake City - Latinx parents | |
| South Park Senior Citizens | South Park – Native Indigenous adults | South Park - Cambodian seniors South Park - Vietnamese seniors | | |
| Pah-tu Pitt - Liaison | Facilitated by Pah-tu | | | |
| West African Community Council | | | South Seattle - West African parents | |
| Senait Tilahun – Liaison | | | Facilitated by Senait | |
| Victoria García Tamayo – Liaison | North Seattle/Hwy 99 - Multi-cultural adults & youth | | | |

Appendix B: 2020 CAB Schedule

**Track changes indicate CAB input during meeting

- CAB Maintenance
- 2019 SBT Annual Report
- CAB Develops Budget Recommendations
- CAB Responds to Mayor's Proposed Budget
- Ad hoc

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CAB annual workshop ¹ | | | | | | | | | | | | |
| CAB Executive Committee elections² | | | | | | | | | | | | |
| CAB scopes CAB-led content for 2019 Annual Report | | | | | | | | | | | | |
| CAB 2019 Community Engagement Report (Consultant presentation) ³ | | | | | | | | | | | | |
| CAB develops approach for 2021 recommendations | | | | | | | | | | | | |
| 2019 annual progress reports briefings (City presentations) ⁴ | | | | | | | | | | | | |
| Revenue and Budget Update (City presentation) | | | | | | | | | | | | |
| CAB finalizes and issues 2021 recommendations | | | | | | | | | | | | |
| 2019 SBT Annual Report Released | | | | | | | | | | | | |
| Mayor Proposes 2021 Budget | | | | | | | | | | | | |
| CAB Reviews and Responds to 2021 Proposed Budget | | | | | | | | | | | | |
| Council Budget Deliberations | | | | | | | | | | | | |
| Ad hoc briefings ⁵ | | | | | | | | | | | | |

g. Aim to hold the CAB's workshop in Jan or Feb, ideally as soon as all the new members are appointed. Potential topics could include:

- Team building – since there will be many new members
- 2019 reflections and debrief
 - i. Build an “equity filter” into the CAB decision making processes. (Related to item d)
 - ii. Build early learning considerations into the CAB decision making processes. (Related to item d)
 - iii. Discuss how the CAB wants to approach advocacy in 2020, not just with CMs, but with community groups
- Racial equity training and applications to CAB's functioning and work
- Review and update CAB's policies and procedures

- Review and update CAB's [vision, values, budget principles, meeting agreements](#)
- Identify topics the CAB may want training on in 2020 (e.g. early learning, equity issues). Trainings desired by non-City representatives.

~~h. Per CAB's current policies and procedures (pp 2-3), the Executive Committee consists of two co-chairs and one at-large member.~~

i.h. Presentation from Alma Villegas on key findings from the "phase 2" 2019 community engagement activities. The information can help inform the CAB's 2021 budget recommendations

j.i. City departments present annual progress reports on SBT-funded programs and services. These reports become chapters in the 2019 SBT Annual Report. The information can also help inform the CAB's 2021 budget recommendations.

k.j. Example topics for ad hoc briefings: updates on SBT-funded programs/services, presentations on the SBT Evaluation studies, CAB activities, etc.