

Note: The following document is an excerpt that originally appeared in the Sweetened Beverage Tax Community Advisory Board’s (CAB’s) [2018 and 2019 Budget Recommendations](#). It summarizes the results from two online surveys conducted by the CAB in 2018. The purpose of the surveys was to gather input from community organizations and residents how to use the beverage tax revenue, in alignment with the intent of the ordinance.

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Results from Community Input Survey

SUMMARY

This summary details the results from an online community input survey led by the Sweetened Beverage Tax Community Advisory Board (CAB). The purpose of the survey was to gather input from community organizations and individuals on how the beverage tax proceeds should be used in alignment with the intent of the ordinance.

METHODS

The community input survey was offered in English and was available online from April 25 to June 26. Unfortunately, due to time and resource constraints, we were unable to offer the survey in any other languages. The survey was promoted by CAB members and through email distribution lists to community organizations that serve diverse groups of residents who may be directly impacted by program and activities focused on health promotion, food access, birth-to-three services, and kindergarten readiness.

The survey questionnaire was a total of eighteen questions and used a mix of numerical, ranking, multiple choice, and open-ended questions. Seven questions focused on gathering feedback on community priorities related to the use of the SBT revenues. Three questions provided respondents with an opportunity to share input and advice on how the CAB can do a deeper community engagement process in the future (data not shown). Finally, the survey included eight questions focused on organizational and demographic information of the respondent.

KEY FINDINGS

- The majority of respondents (55%) reported their work was related to food access, as opposed to early learning (8% of respondents) or education (16% of respondents). Seventy-nine percent (79%) reported their organizations were non-profits.
- Respondents would like to see 45% of the SBT revenue dedicated to healthy food access activities, 29% for early learning (ages 0-5), and 28% for education. The results in support of dedicating nearly one-third of the beverage proceeds to early learning is especially notable given that only 8% of respondents reported their work was focused on this issue area.
- Respondents would like to see 52% of the SBT revenue dedicated to community-led activities programs and 48% for City-led programs. Currently, based on a budget analysis by the CAB, the

2018 SBT budget is split roughly 78% for City-led and 22% for community-led programs and activities.

- *Increasing access to and consumption of healthy foods by low-income residents* was ranked by respondents as the highest priority outcome. Consistent with this outcome, *Making healthy food more affordable for low-income people by helping them pay for fruits and vegetables, like coupons, vouchers, or discounts* was ranked as the highest priority strategy.
- Advancing race and social justice and supporting culturally-responsive and community-led work, especially by people most impacted, was a common theme in the responses to the open-response questions.

Additional results from the survey are summarized below.

SELECT SURVEY RESULTS

A total of 138 individuals completed the online community input survey. Not all of the questions required a response, so some questions received less than 138 responses.

The 2018 budget provides funds to programs in education, early learning, and healthy food access using the following breakdown: 27% (education); 34% (early learning); and 39% (healthy food access). In the future, how would you like to see these funds spread out across these categories?

138 individuals answered this question. On average, this is how they responded:

	Average Response
Healthy Food Access	45%
Early Learning (ages 0-5)	29%
Education	28%

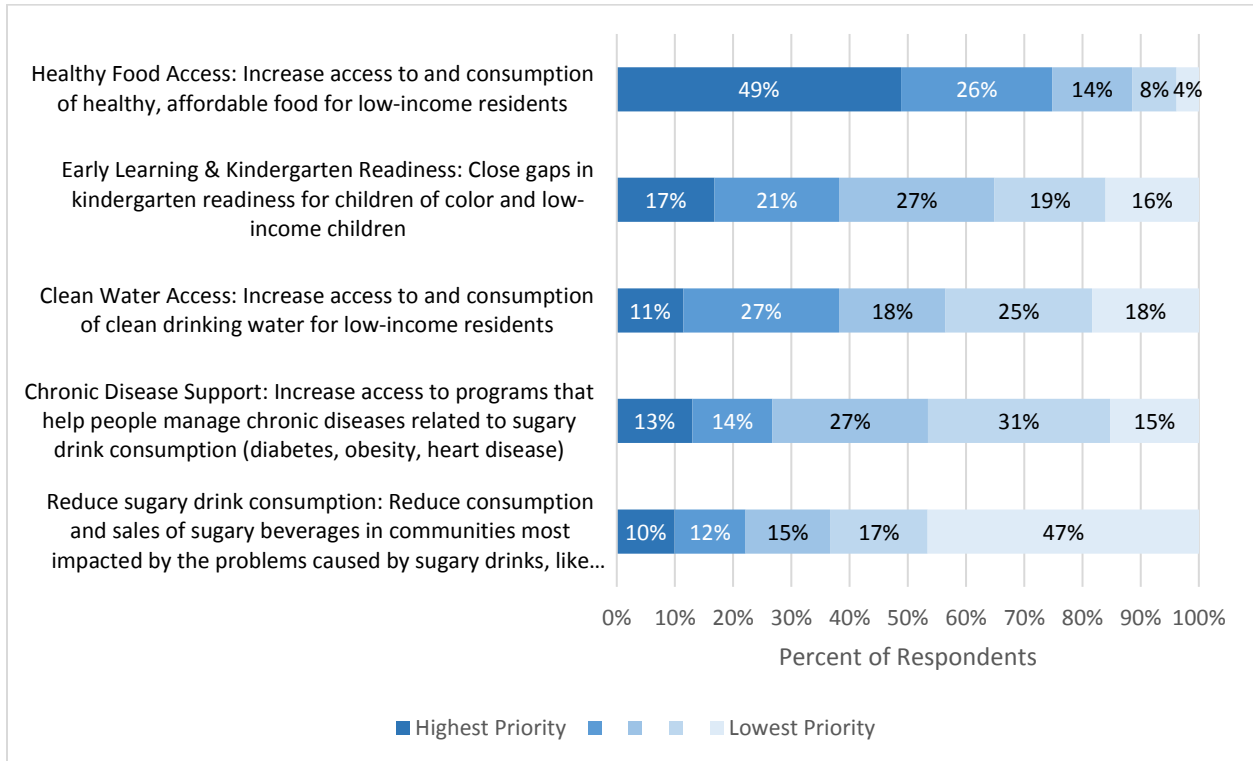
The 2018 budget is split between funding City-led programs and community-led programs using the following breakdown: 78% for City-led programs; and 22% for community-led programs. In the future, how would you like to see these funds spread out across these categories?

136 individuals answered this question. On average, this is how they responded:

	Average Response
Community-led programs	52%
City-led programs	48%

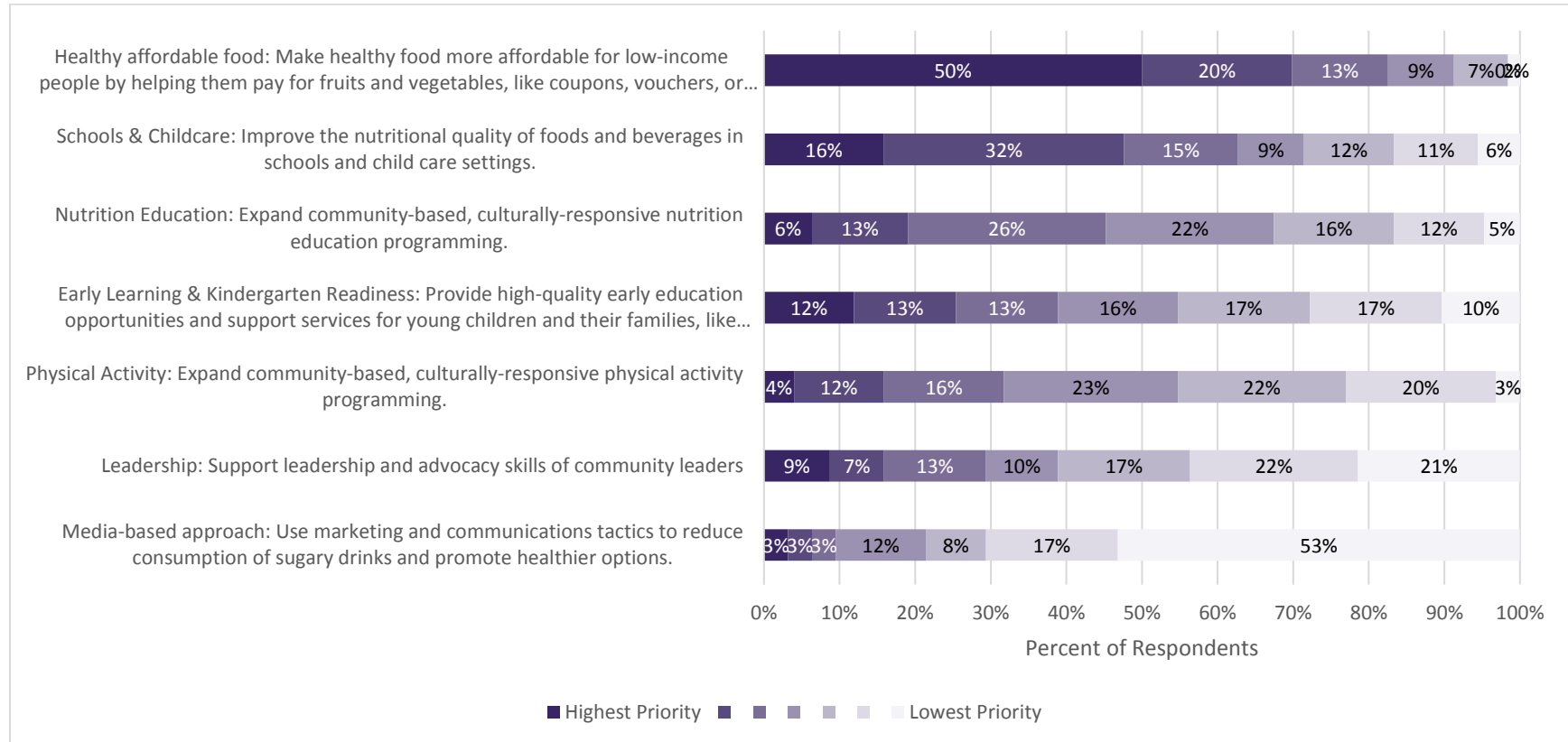
The Community Advisory Board has identified five outcomes that align with the goal of the Sweetened Beverage. Please rank these five outcomes in order of priority.

131 individuals answered this question. The chart below shows the distribution of how they ranked the five outcomes. Darker colors in the bar chart represent higher priority rankings. For example, 49% of respondents ranked healthy food access as highest priority.



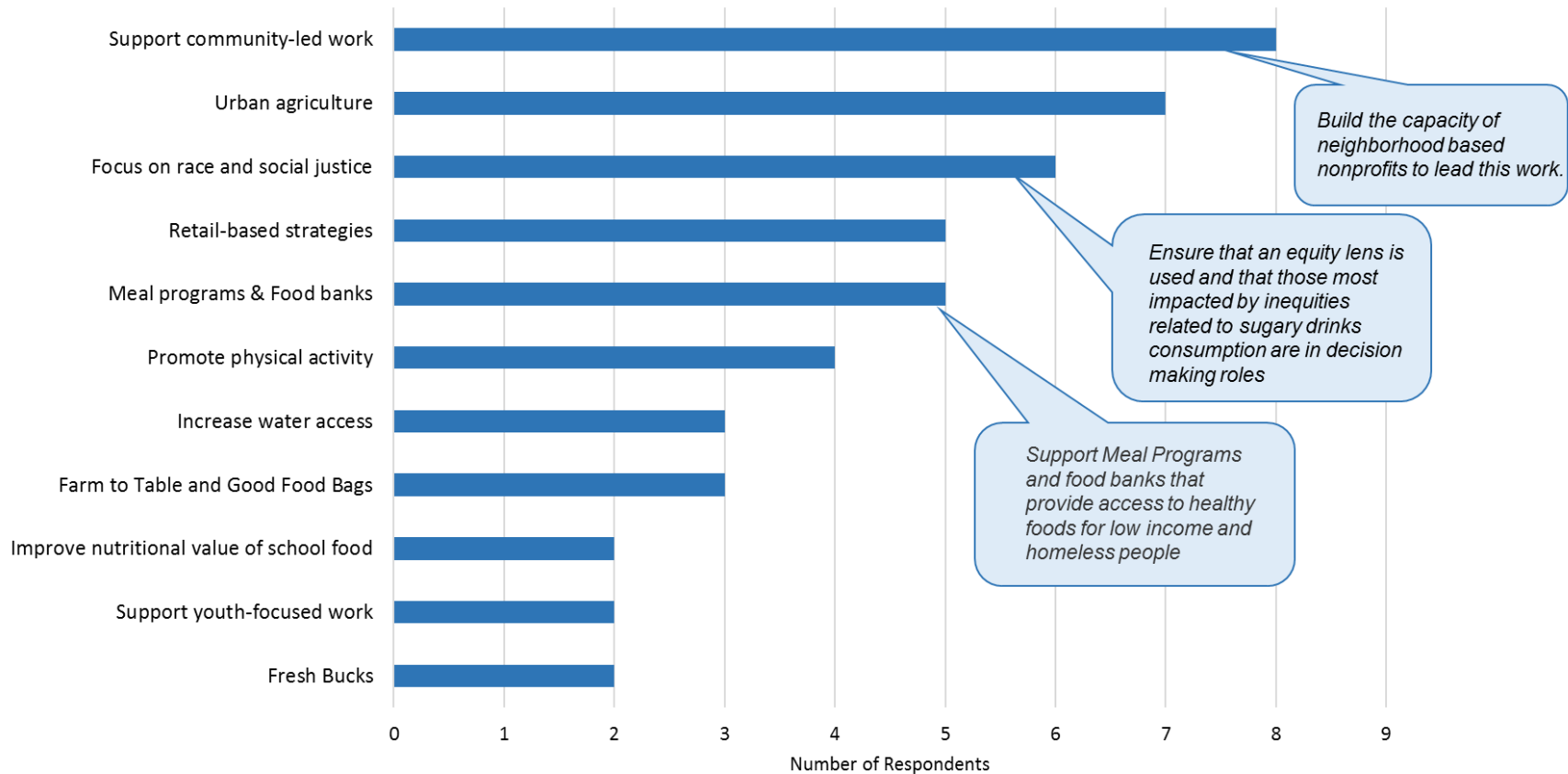
To achieve these outcomes, the Community Advisory Board is considering a number of strategies. Please rank the following seven strategies in order of priority.

126 individuals answered this question. The chart below shows the distribution of how they ranked the seven strategies. Darker colors in the bar chart represent higher priority rankings. For example, 50% of respondents ranked this strategy as the highest priority: *Healthy affordable food: Make healthy food more affordable for low-income people by helping them pay for fruits and vegetables, like coupons, vouchers, or discounts.*



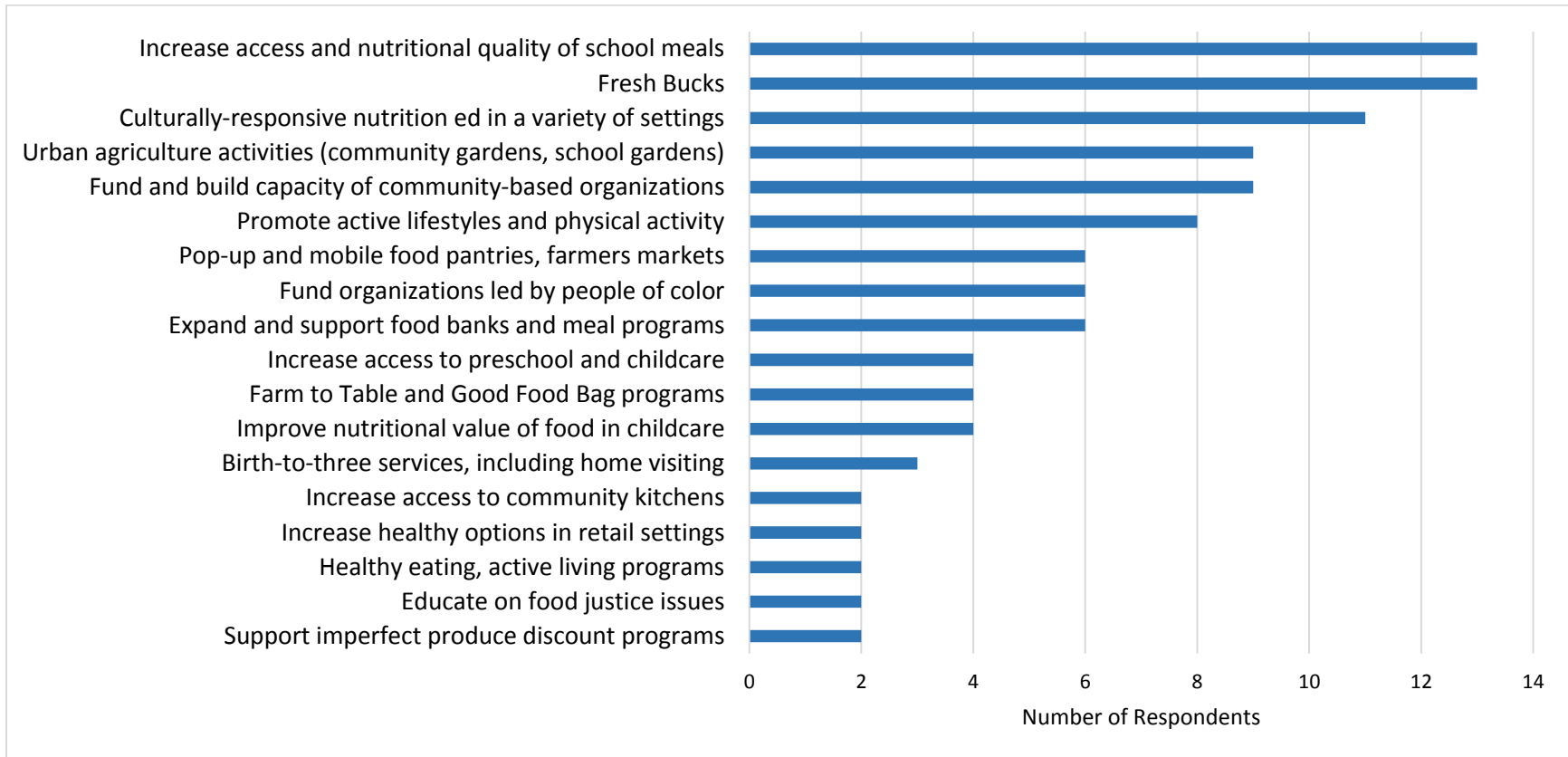
What other strategies would lead to accomplishing the outcomes?

59 individuals answered this open-ended question. All responses were read and categorized into themes. 4 individuals responded with “none”. 11 individuals responded with a strategy that was the only one of its kind (i.e. no one else mentioned this as a strategy to consider). The following chart displays strategy categories for which there were at least two responses.



For the 1-2 strategies you ranked as highest priority, please suggest some activities or programs that you recommend for carrying out the strategies.

75 individuals answered this open-ended question. All responses were read and categorized into themes. 2 individuals responded with “none”. 4 individuals responded with an activity or program that was the only one of its kind (i.e. no one else mentioned this something to consider). The following chart displays activity/program categories for which there were at least two responses.



ABOUT THE RESPONDENTS

What best describes the type of organization you work for? Breakdown of the 118 individuals who answered this question:

- 71% Non-profit
- 8% Government
- 8% Health Care
- 8% Education
- 3% Other
- 2% For-profit

Of the focus areas for the Sweetened Beverage Tax, pick the one your work mostly closely aligns with.

Breakdown of the 118 individuals who answered this question:

- 55% Food Access
- 21% Other*
- 16% Education (K-12)
- 8% Early Learning (ages 0-5)

*Other responses included: At-risk youth violence intervention and prevention; support small businesses; homeownership; clean water access; youth homelessness meal program and crisis services; health education and promotion (5 responses); adult education; physical education, nutrition education; mental health; community health; healthy equity (2 responses); health policy; chronic disease education; substance use prevention; built environment; community health (2 responses); environmental justice.

Pick the sector that best describes your work. Breakdown of the 118 individuals who answered this question:

- 31% Food system
- 18% Health promotion / Community Health
- 17% Community development
- 13% Health care
- 12% Other*
- 6% Early Learning (ages 0-5)
- 3% Education (K-12)
- 2% Philanthropy

*Other responses included: Utilities; housing; homelessness; community liaison; job training; community resources; meal programs; crisis response; community health; adult education; City government; behavioral health; LGBTQ economic and housing advocacy; health equity; renewable energy.

Which population(s) do you serve [Check all that apply]. Breakdown of the 118 individuals who answered this question:

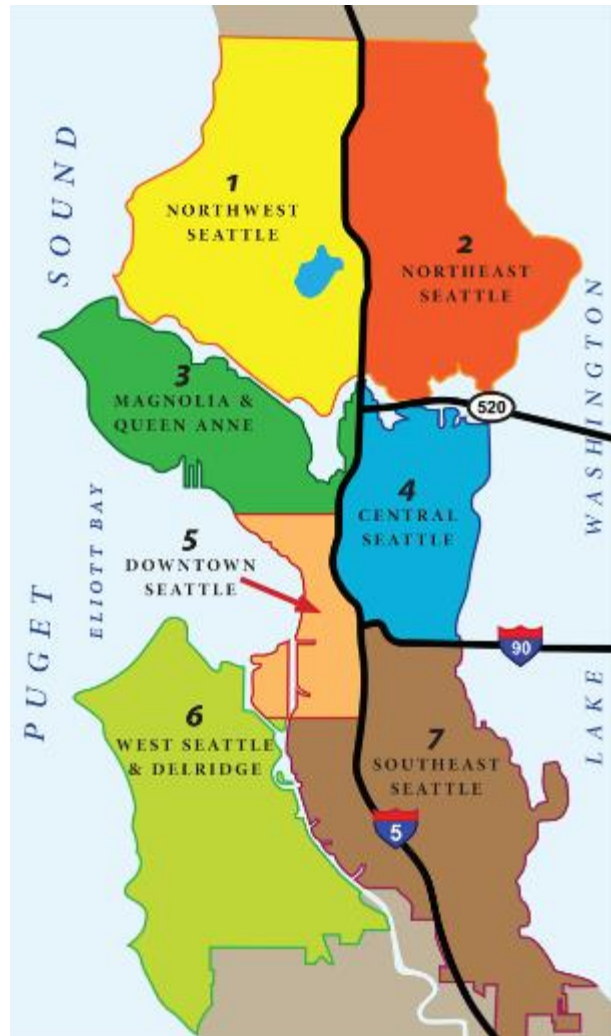
- 64% Low-income
- 55% Black or African American
- 53% Immigrant/Refugee
- 50% Hispanic, Latino, or Spanish
- 49% Asian

- 46% White
- 46% City-wide (the whole population)
- 44% Middle Eastern or North African
- 42% Native Hawaiian or Other Pacific Islander
- 38% American Indian or Alaska Native
- 20% Other*

*Other responses included: Not a direct service provider (2 responses); people living with chronic illness; veterans; statewide (2 people); LGBTQ; multicultural; older adults (2 responses); people with disabilities (2 responses); multicultural; East African (6 responses).

What areas of Seattle do you deliver most of your services? Breakdown of the 118 individuals who answered this question:

- 61% Southeast Seattle
- 40% Central Seattle
- 31% Downtown Seattle
- 31% West Seattle & Delridge
- 29% Outside Seattle
- 25% Northwest Seattle
- 19% Northwest Seattle
- 17% Other
- 12% Magnolia & Queen Anne



What race/ethnicity do you identify as? Breakdown of the 79 individuals who answered this question:

- 51% White
- 21% Black or African American
- 15% Asian
- 7% Hispanic, Latino or Spanish
- 6% American Indian or Alaska Native

What is the primary language you speak at home? Breakdown of the 96 individuals who answered this question:

- 81% English
- 8% Other
- 5% Somali
- 5% Spanish

Results from Birth-to-Three Community Input Survey

SUMMARY

The original community input survey had a low response rate (8%) from individuals who reported to work for organizations focused on birth-to-three services and kindergarten readiness. For this reason, the Sweetened Beverage Tax Community Advisory Board (CAB) decided to conduct a second online survey focused on soliciting input from the community on activities that fulfilled the second priority of the Sweetened Beverage Tax Ordinance.

According to the law, money raised by the beverage tax funds this as a top priority:

Evidence-based programs that improve social, emotional, educational, physical health, and mental health for children, especially those services that seek to reduce the disparities in outcomes for children and families based on race, gender, or other socioeconomic factors and prepare children for a strong and fair start in kindergarten.

This supplemental, rapid response survey was available online and in English from June 4 to June 12. The survey was promoted by the two Early Learning CAB members and City staff through email distribution lists to community organizations that serve diverse groups of residents who may be directly impacted by program and activities focused on birth-to-three services and kindergarten readiness.

METHODS

The online survey questionnaire was comprised of 3 substantive questions about community priorities related to the use of the SBT revenues. The questions can be summarized as follows:

1. How would you like to see the Sweetened Beverage Tax revenues split between funding for City-led programs and community-led programs? *[Numerical question]*
2. What activities or programs should be considered for funding? Activities should reach pregnant parents or children from birth to age 5. *[Open-ended question]*
3. What are the most important outcomes you would like to see through this funding? *[Open-ended question]*

In addition to questions about the SBT revenues, the survey sought to provide respondents with an opportunity to share input and advice on how the CAB can do a deeper community engagement process in the future (results not included). Finally, the survey included eight questions focused on organizational and demographic information of the respondent.

KEY FINDINGS

- 29 individuals responded to the survey.
- When asked what activities or programs should be considered for funding with beverage tax proceeds, the top three activities mentioned were: 1) home visiting services 2) pregnancy and birth support and 3) parent/family support as well as infant and early childhood mental health.

Additional results from the survey are summarized below.

SURVEY RESULTS

A total of 29 individuals completed the online survey. Not all of the questions required a response, so some questions received less than 29 responses.

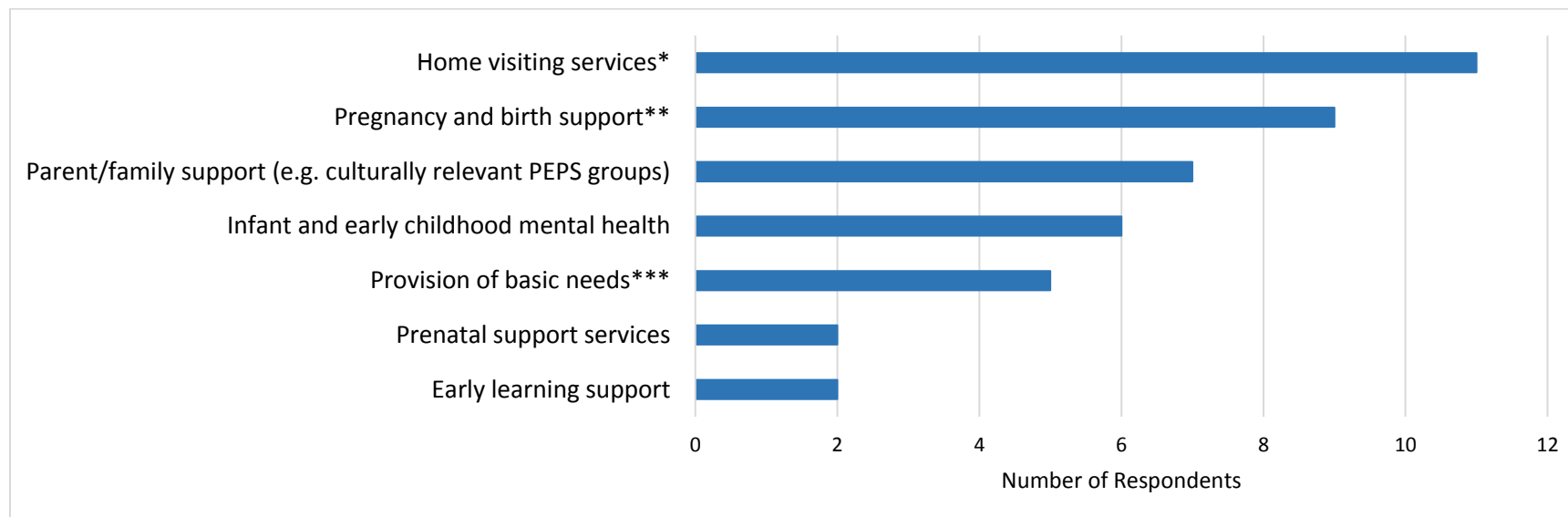
*The 2018 budget is split between funding City-led programs and community-led programs using the following breakdown: 78% for City-led programs; and 22% for community-led programs. **In the future, how would you like to see these funds spread out across these categories?***

29 individuals answered this question. On average, this is how they responded:

	Average Response
Community-led programs	52%
City-led programs	48%

What activities or programs should be considered for funding? Activities should reach pregnant parents or children from birth to age 5. Possible examples include but are not limited to: pregnancy support services, parenting support groups, home visiting or home-based services, mental health, case management or wraparound services.

23 individuals responded to this open-ended question. All responses were read and categorized into themes. The following chart displays activity categories for which there were at least two responses.



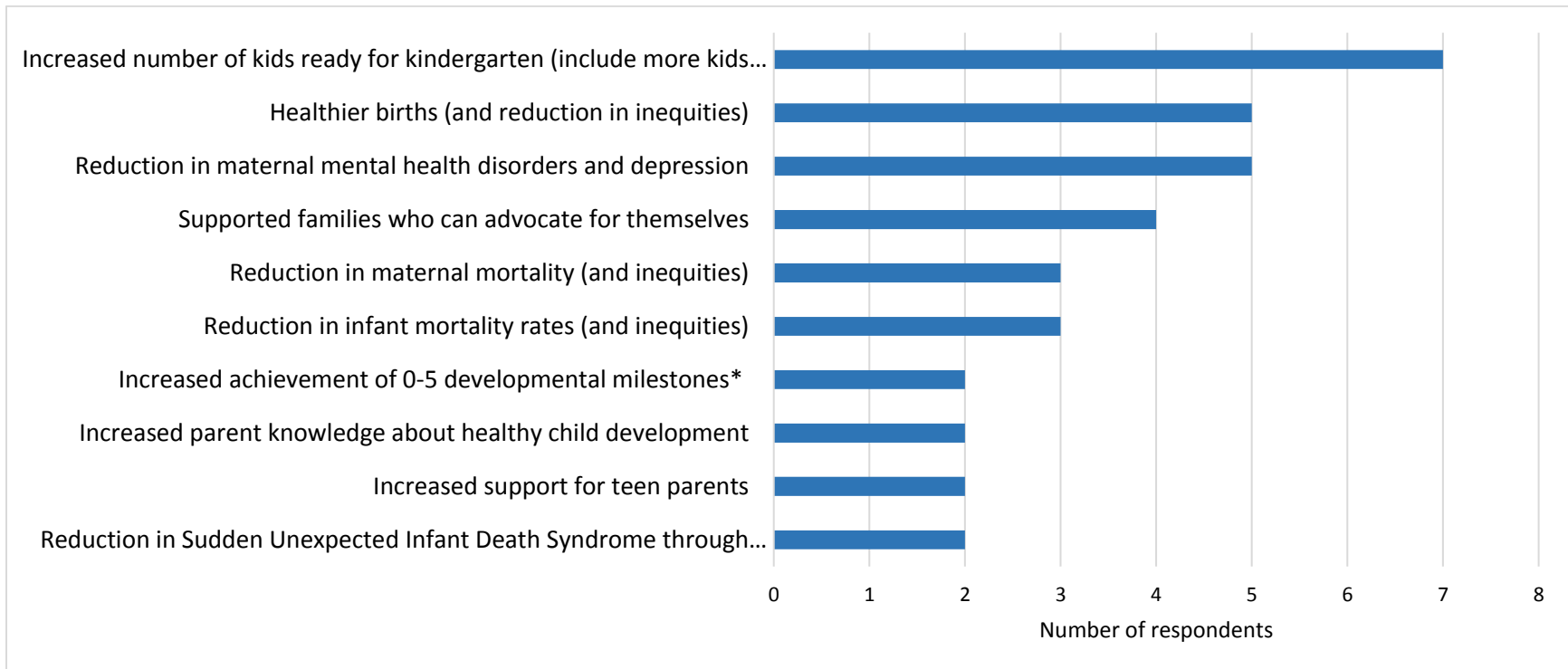
*Includes universal home visiting programs, Parent Child Home Program, and community doula and community health worker models beginning prenatally.

**Includes doula services and nutrition/breastfeeding support.

***Examples of basic needs includes diapers, food, clothing, safe sleep options and car seats.

What are the most important outcomes you would like to see through this funding? For example, "healthier births" or "more children are ready for kindergarten."

23 individuals responded to this open-ended question. All responses were read and categorized into themes. The following chart displays outcome categories for which there were at least two responses.



ABOUT THE RESPONDENTS

What sector do you work in? Breakdown of the 21 individuals who answered this question:

- 18 Non-profit
- 2 Government
- 1 For-profit

Of the focus areas for the Sweetened Beverage Tax, pick the one your work mostly closely aligns with.

Breakdown of the 21 individuals who answered this question:

- 18 Early Learning (ages 0-5)
- 2 Other*
- 1 Food Access
- 0 Education (K-12)

*Other responses included: Infant health and safety and healthy babies.

Pick the field(s) that best describe your work. Breakdown of the 21 individuals who answered this question:

- 13 Early Learning (0-5)
- 11 Health Promotion / Community Health
- 7 Social Services
- 3 Health Care
- 3 Philanthropy
- 3 Other*
- 2 Education (K-12)
- 1 Food System
- 1 Community Development

*Other responses included: Higher education, parent support, and youth reengagement in education and empowerment through civic engagement.

Which population(s) do you serve [Check all that apply]. Breakdown of the 21 individuals who answered this question:

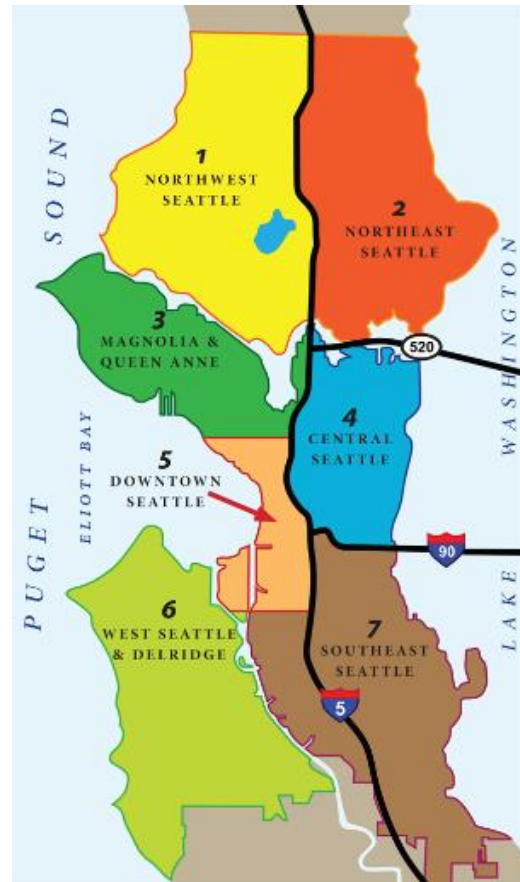
- 15 Hispanic, Latino, or Spanish
- 14 Black or African American
- 14 White
- 14 Immigrant/Refugee
- 14 Low-income
- 13 American Indian or Alaska Native
- 13 Asian
- 12 City-wide (the whole population)
- 11 Middle Eastern or North African
- 9 Native Hawaiian or Other Pacific Islander
- 2 Other*

*Other responses included: We focus on communities farthest from opportunity; 100% of our clients are low-income. More than 75% identify as people of color. Over 50% identify as refugees or immigrants.

What areas of Seattle do you deliver most of your services? Breakdown of the 21 individuals who answered this question:

- 15 Southeast Seattle
- 13 West Seattle & Delridge
- 12 Central Seattle
- 6 Outside Seattle
- 5 Northwest Seattle
- 5 Downtown Seattle
- 3 Northeast Seattle
- 3 Other* (please specify)
- 2 Magnolia & Queen Anne

*Other responses included: We do not provide direct services; South King County; King County wide



What race/ethnicity do you identify as? Breakdown of the 13 individuals who answered this question:

- 10 White
- 2 Black or African American
- 1 Hispanic, Latino or Spanish
- 2 Other

What is the primary language you speak at home? Breakdown of the 18 individuals who answered this question:

- 17 English
- 1 Other