



# 2020 Annual Report

Seattle's Sweetened Beverage Tax



Sweetened Beverage Tax Community Advisory Board

City of Seattle

## Letter from the Sweetened Beverage Tax Community Advisory Board

December 14, 2021

On behalf of the Sweetened Beverage Tax Community Advisory Board (CAB), we are pleased to release our 2020 Annual Report. Our work in 2020 was shaped by the COVID-19 pandemic, economic downturn, and the latest instances of ongoing police violence and racial injustice. To meet the moment, the CAB doubled down on its efforts to lift up community-led strategies as well as its commitment to ensuring SBT revenue was invested in alignment with community needs and priorities. Woven throughout our recommendations in 2020 was explicit guidance that all SBT-funded investments prioritize communities hardest hit by the pandemic and those disproportionately harmed by systemic racism.

Despite the upheavals and budgetary challenges we faced in 2020, the CAB was successful in maintaining SBT-funded programs at existing levels. These programs and services provided emergency relief, increased access to healthy food, and supported child care providers and the families they served at a time when these supports were needed most. The CAB was also successful in advocating for sustained investments in grants that support community-identified approaches to increase access to healthy food and support early child development.

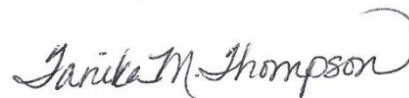
This report reflects all the CAB's activities in 2020. It also highlights the food access and child development programs and services supported with over \$17 million in SBT revenue. We hope you will look inside for full details of the 2020 investments.

Please don't let your interest in the Sweetened Beverage Tax and the CAB end with your study of this report! We are already building on our work in 2020 and hope you will continue to follow our efforts and provide us with feedback by joining us in person at our [monthly meetings](#) or sending comments to [bridget.igoe@seattle.gov](mailto:bridget.igoe@seattle.gov). For more information including meeting notices, budget recommendations, and reports of our community engagement efforts, [please visit our webpage](#).

Sincerely,



Jen Moss, Co-Chair



Tanika Thompson, Co-Chair

**Sweetened Beverage Tax Community Advisory Board (as of May 2021)**

Jaimée Marsh	Position 1, Food Access Representative
Barbara Baquero	Position 2, Food Access Representative
Rebecca Finkel	Position 3, Food Access Representative
Tanika Thompson	Position 5, Community Representative
Christina Wong	Position 6, Public Health Representative
Laura Flores Cantrell	Position 7, Public Health Representative
Jen Moss	Position 8, Public Health Representative
Paul Sherman	Position 9, Public Health Representative
Munira Mohamed	Position 10, Early Learning Representative
Dan Torres	Position 11, Early Learning Representative

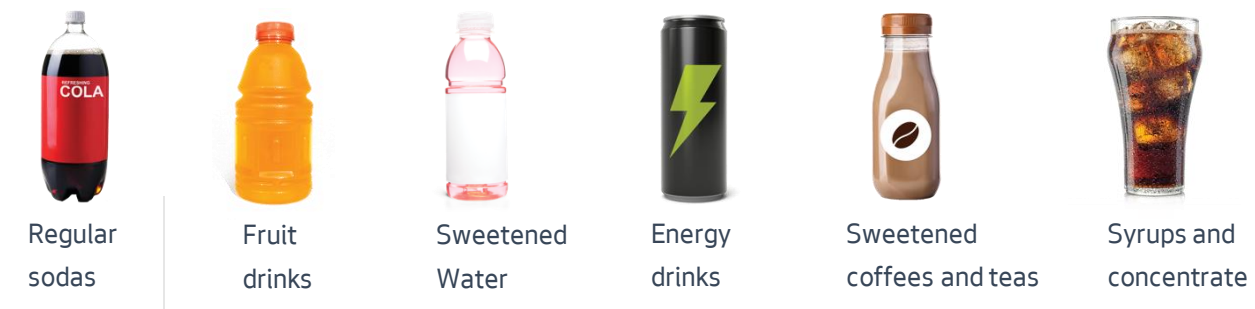
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## Chapter 1 | Seattle's Sweetened Beverage Tax

Since January 2018, the City of Seattle has collected a sweetened beverage tax (see [Ordinance 125324](#)). The Sweetened Beverage Tax (SBT) is a tax on the *distribution* of sugar-sweetened beverages in the city of Seattle. The SBT is not a sales tax charged directly on consumers. Instead, the tax is collected on the final distribution of sugar-sweetened beverages into Seattle by a distributor. The standard tax rate for the SBT is 1.75 cents per ounce.

Sugary drinks that are taxable under the SBT are any non-alcoholic beverages that contain added caloric sweeteners. Examples of these drinks include:



The tax does **not** apply to diet drinks, bottled water, 100% juice, milk (including plant-based), powders and concentrates mixed by the end consumer, beverages for medical use, infant or baby formula, and alcoholic beverages<sup>1</sup>.

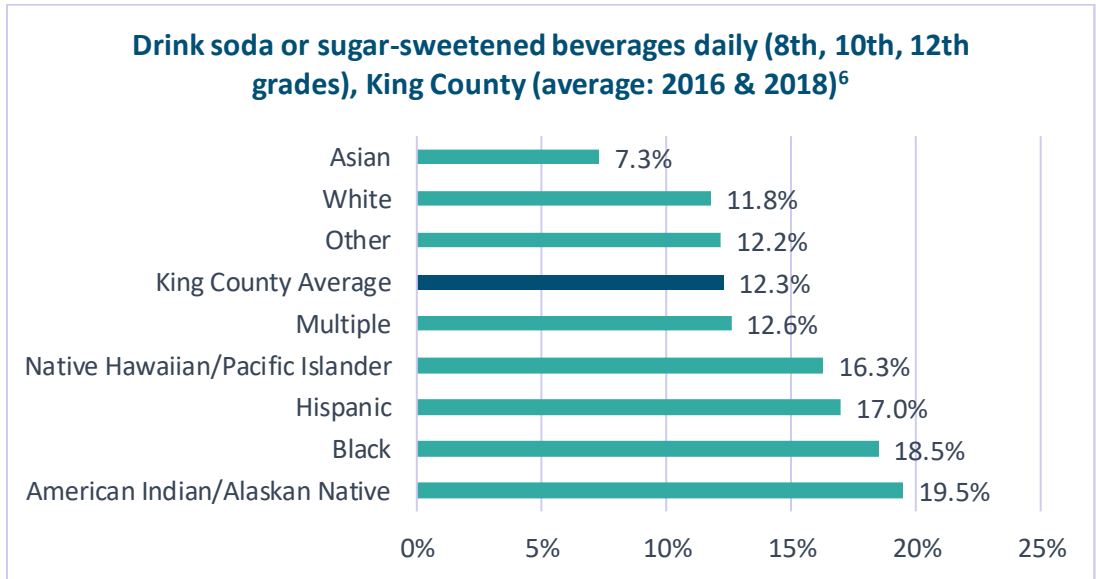
### Why did Seattle pass the Sweetened Beverage Tax?

The Sweetened Beverage Tax was designed to improve the health of Seattle residents by reducing the sales and consumption of sugary drinks. Sugary drinks are the single largest source of calories and added sugar in the U.S. diet<sup>2</sup>. Sugary drinks are packed with sugar. A 20-ounce soda has **16 teaspoons of added sugar** and 250 empty calories, meaning they provide almost no nutrient value.

Added sugars can harm your health and sugary drinks account for nearly *half* (46%) of added sugars consumed by people living in the U.S.<sup>2</sup> Sugary drinks can lead to type 2 diabetes, heart disease, cavities, and weight gain and the people who consume more are at higher risk of premature death<sup>3</sup>.

A 2018 study found that Seattle adults consume 18.2 teaspoons (tsp) per day in total added sugars and 8.0 tsp per day from sugary drinks<sup>4</sup>. For context, the American Heart Association recommends limiting the amount of added sugars to no more than 9 tsp for men and 6 tsp for women<sup>5</sup>. The study also found disparities in consumption by race/ethnicity. Significantly more non-Hispanic Black adults reported frequent sugary drink consumption compared to Hispanic and non-Hispanic Asian adults. Meanwhile, Asian adults were less likely to be frequent sugary drink consumers compared to non-Hispanic white adults<sup>4</sup>.

When it comes to sugary beverage consumption by youth, the latest data available from the Healthy Youth Survey (2016-2018), showed that over 9.5% of Seattle school-age youth drink soda and other sugary drinks at least daily<sup>6</sup>. As with adults, there are significant disparities in consumption by race/ethnicity. In King County, American Indian/Alaskan Native, Black, Hispanic, and Native Hawaiian/Pacific Islander youth were significantly more likely to report consuming sugary drinks compared to White and Asian youth<sup>6</sup> (see chart below).



Food-related companies almost exclusively target advertising for nutritionally poor products to Hispanic and Black consumers, and Hispanic and Black children and teens view large numbers of these ads<sup>7</sup>. The most highly targeted categories – fast-food, candy, sugary drinks, and snacks – consist of products that are high in sugar, fat, sodium, and calories; represent the majority of empty calories in young peoples’ diets; and directly contribute to diet-related diseases, including diabetes, heart disease, and obesity<sup>8</sup>. These same diseases disproportionately affect communities of color. In 2017 as in 2013, food-related marketing continues to disproportionately target youth of color with harmful products and contributes to health disparities affecting their communities.

The predatory marketing practices of the beverage industry inspired the CAB to recommend the City use SBT revenue to support a [public awareness and counter-marketing campaign](#) designed by and for Black, Latinx, American Indian / Alaska Native, and low-income youth and young adults to highlight the adverse health effects of sugary drinks and promote healthier alternatives. See [page 40](#) for more details on the City’s counter-marketing campaign.

### How is the SBT revenue being invested?

Revenue raised by the SBT is being used to expand programs and services that increase access to healthy food and support child health and learning in early childhood (see [Seattle Municipal Code 5.53.055](#) for specific

guidelines on the allocation of SBT proceeds). In 2020, SBT revenue was also used to provide emergency relief and support to communities disproportionately impacted by the COVID-19 pandemic. For example, SBT revenue was used to kickstart a new Emergency Grocery Voucher program and modify and expand existing food access program delivery models to ensure critical resources were safely provided to the communities most impacted by the COVID-19 crisis.

In 2020, the SBT collected \$17,252,284 total. [Chapter 3](#) provides tax collection details, including number of taxpayers and tax collections by quarter. [Chapter 4](#) provides an accounting of the 2020 investments.

### **Why focus on food access?**

Research consistently shows communities of color, immigrants, refugees, older adults, and individuals with lower incomes and educational attainment are more likely to be food insecure<sup>10</sup>. These groups are also more likely to have increased exposure to unhealthy foods and, as a result, higher rates of nutrition-related disease like obesity, diabetes, and heart disease<sup>11</sup>. Investing in healthy food access can reduce racial and health disparities and improve community health. The City is prioritizing investments in communities at high risk of food insecurity, with a focus on eliminating barriers and promoting healthy and culturally responsive food choices.

Investments in healthy food access support the City's work in other priority areas such as education, homelessness, and affordability. Research has consistently shown a strong connection between healthy eating, physical activity, and academic achievement<sup>12</sup>. Put simply, healthy students are better learners. City programs that help families stretch their limited food budgets reduce the tradeoffs families make between spending money on transportation or utilities or putting healthy food on the table. For a city grappling with issues around affordability, investments in healthy food access are investments in residents' health and long-term self-sufficiency. [Chapter 5](#) highlights SBT investments in food access programs.

### **Why focus on birth-to-three?**

The research is clear: children's experiences from birth through age three have profound effects on their academic, social, and physical potential throughout their lives. Positive interactions and stable, supportive relationships with parents and other caregivers are important for infants and toddlers to grow into socially and emotionally healthy children and adults<sup>13</sup>. Early social emotional development and physical health provide the foundation upon which cognitive and language skills develop<sup>14</sup>. Differences in experiences and early interactions contribute to a "preparation gap" among young children, which can be evident as early as nine months and expand throughout children's educational experience.

Investments in high-quality birth-to-three programs and services can make a major difference in supporting children in these very early years. Investing early in supports and interventions for families and their young children is the most effective strategy for ensuring a strong start for children and for maximizing the impact of later investments in the education continuum. [Chapter 6](#) highlights SBT investments in early learning and child development.

## References:

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12. Centers for Disease Control and Prevention. [Health and Academic Achievement](#).
13. National Scientific Council on the Developing Child (2007). *The science of early childhood development: Closing the gap between what we know and what we do*. Cambridge, MA: Center on the Developing Child at Harvard University.
14. Zero to Three (2009). *Early experiences matter: A guide to improved policies for infants and toddlers*.



## Chapter 2 | Sweetened Beverage Tax Community Advisory Board

This chapter provides an overview of the Sweetened Beverage Tax Community Advisory Board and summarizes our key activities in 2020.

### About

The Sweetened Beverage Tax Community Advisory Board (CAB) was established by the City ([Ordinance 125324](#)) to advise and make recommendations to the Mayor and City Council on programs and services supported by the tax revenue. Investments supported by the Sweetened Beverage Tax are intended to benefit Seattle residents most affected by education and health inequities: Black, Indigenous, People of Color, immigrants, refugees, and people with low incomes.

The CAB also makes recommendations to the Mayor and City Council on elements of an evaluation of the effectiveness of the SBT, including its impact on sweetened beverage sales and consumption, public attitudes towards sweetened beverage consumption, job and economic indicators, and of the process of implementing the tax.

The CAB meets once a month in open and public meetings. Past and future meeting locations, agenda, and materials are posted on the [CAB webpage](#).

### Composition

In accordance with the ordinance that established this advisory body, the CAB consists of 11 members who live or work within Seattle city limits and have the following experience and expertise:

- Three members have experience implementing community-based programs dedicated to expanding healthy food access and food security;
- Two members represent populations who are disproportionately impacted by diseases related to the consumption of sugary drinks, with preference given to a parent of a student in the Seattle School District or a child in a Seattle-based early learning program, or a youth representative aged 16-24;
- Four members have expertise in public health and nutrition with experience managing, researching, or evaluating programs related to the health effects of consuming sugary beverages, particularly among children and their families;
- Two members have expertise in education and early learning, with an emphasis on learning from birth to age five.

The current CAB roster is available on the [CAB webpage](#). At the time we developed and issued our [2021 Budget Recommendations](#) (July 13, 2020), the CAB consisted of the following members:

<b>Name</b>	<b>Position</b>	<b>Appointing Authority</b>	<b>Organizational Affiliation<sup>1</sup></b>
Vacant	Food Access	Council	
Barbara Baquero	Food Access	Mayor	University of Washington
Rebecca Finkel	Food Access	Mayor	
Vacant	Community	Mayor	
Tanika Thompson	Community	Council	Got Green
Christina Wong	Public Health	Council	Northwest Harvest
Laura Flores Cantrell	Public Health	Council	Andy Hill Cancer Research Endowment
Jen Moss	Public Health	Mayor	WSU Extension SNAP-Ed
Paul E. Sherman	Public Health	Mayor	Community Health Plan of WA
Adrián Lopez-Romero	Early Learning	Council	Denise Louie Education Center
Dila Perera	Early Learning	Mayor	Open Arms Perinatal Services

1. Organizational affiliation provided for identification purposes only.

By design, the CAB is a group of community representatives with diverse experiences, areas of expertise, and opinions. However, when it makes decisions and recommendations, the CAB strives for consensus and a unified opinion or recommendation. The CAB does this by engaging in thorough and deliberate discussions, seeking out as much relevant information as possible, and testing our decisions against adopted **core values** and **budget principles**. The CAB's values and principles are rooted in the fundamental conviction that investments supported by SBT revenues should benefit Seattle residents and communities most affected by education and health inequities.

### **Core Values**

The core values of the CAB represent the beliefs and behaviors by which all members conduct themselves, and they provide a foundation for CAB 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 lens 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.

## **Budget Principles**

The budget principles of the CAB act as our internal compass and provide a foundation for decision making and action. We refer to our budget principles when evaluating recommendations to ensure they align with their purpose and core values.

**Priority populations:** All programs and activities funded by the Sweetened Beverage Tax should focus on reaching communities of color, immigrants, refugees, people with low incomes, and English language learners. Youth from these communities are also a priority. In addition to experiencing the effects of classism and 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 incomes, and English language learners 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 Sweetened Beverage Tax 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.

See the [CAB's bylaws](#) (April 2018) for more information on the CAB's policies and procedures that guide decision making.

## 2020 Recommendations

The primary role of the CAB is to advise the Mayor and City Council on programs and activities to fund with SBT revenue. In 2020, faced with an unprecedented economic downturn because of COVID-19, we advocated for SBT policies and investments aimed at COVID response and recovery efforts focused on communities disproportionately harmed by social and economic injustices.

In letters directed at the Mayor, City Budget Office, and City Council, we successfully recommended and/or supported:

- The reallocation of \$5 million in SBT revenue to provide **emergency grocery vouchers** to 6,250 families facing increased food insecurity due to the COVID-19 pandemic.
- Funding for the **Food Equity Fund** (previously called the Healthy Food Fund), a community grants program to support a range of community-led food justice projects.
- The establishment of a **new Prenatal-to-Three Grants Program** to support community-based investments in prenatal-to-three services.

The following is a summary of the formal recommendations issued by the CAB in 2020. All CAB recommendations over the years are posted on the [CAB webpage](#).

### **Letter in support of the reallocation of SBT revenue in response to the COVID-19 outbreak**

On March 23, 2020, only weeks into the COVID-19 crisis, the CAB issued [a letter to Ben Noble, City Budget Office Director](#), expressing support for proposed legislation to reallocate SBT revenue to address emergency food needs by providing grocery vouchers to families facing increased food insecurity due to the pandemic. The letter included recommendations for how the City should prioritize funds and eligibility for the vouchers and called for:

- Prioritization of communities the SBT is intended to serve, which in many cases are the very same communities disproportionately impacted by COVID-19;
- Prioritization of programs that improve access to food and child health and development since the ongoing impacts of COVID-19 will make these supports even more critical; and
- Continued transparency in how SBT revenues are deployed to address the current crisis to ensure they continue to honor the spirit with which the dedicated SBT fund was created.

### **2021 Budget Recommendations**

In mid-July 2020, in advance of when Mayor Durkan delivered her *2021 Proposed Budget* to City Council, the CAB transmitted its [budget recommendations for the 2021 SBT revenue](#) to the Mayor. Our most significant action was [to recommend a new Prenatal-to-Three Grants Program](#) intended for community-based organizations that specialize in high-quality prenatal-to-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. We intended this grant program to be a companion to the **Food Equity Fund** (previously called the Healthy Food Fund), which we successfully advocated for in previous years.

Given the tremendous uncertainty in the economic forecast at the time, our 2021 recommendations also provided guidance to the Mayor on how she should approach the SBT financial plan in the case of a budget deficit or surplus. For the budget deficit scenario, we ranked programs in order of priority and provided specific criteria the City should use if cuts were needed. For the budget surplus scenario, we considered the 2020 one-time investments that were proposed for cuts or were redirected for COVID-19 response efforts and prioritized which should be re-funded, if possible.

Finally, our 2021 recommendations called for transparency in the City's plans for the \$1.5 million set-aside for "job retraining and placement programs for workers adversely impacted by the tax", in accordance with [Seattle Municipal Code 5.53.055 - Sweetened beverage tax-Allocation of proceeds](#). Three years into the implementation of the SBT, there is no evidence of job losses due to the tax, and so the CAB believes these resources should be redirected to support food access and/or early learning investments.

#### ***Letter to City Council regarding the Mayor's 2021 Proposed Budget***

In 2020, it was clear the Mayor closely considered the CAB's recommendations—her *2021 Proposed Budget* closely aligned with our guidance. The Mayor's budget maintained SBT-funded programming at existing levels by tapping into the worker retraining set-aside and revenue stabilization reserve to "backfill" a \$3 million deficit. Her budget also included funding for the Food Equity Fund and proposed to establish a new Prenatal-to-Three Grants Program, based on our recommendations. In October 2020, as Council deliberated the proposed budget, [we wrote to express our full support for the Mayor's budget](#) and urged Council to adopt the SBT budget proposal with no changes, which they did.

## Chapter 3 | 2020 Sweetened Beverage Tax Collections

*Content provided by City of Seattle Department of Finance and Administrative Services (FAS)*

The Sweetened Beverage Tax (SBT) is a tax on the distribution of sugar-sweetened beverages (SSBs) in the city of Seattle. The tax is collected on the final distribution of SSBs by a distributor. The intent of the SBT is to tax the distributions of sweetened beverages into Seattle for retail sale in Seattle. Information for SBT taxpayers is available on the [tax webpage](#).

This chapter provides a summary of SBT collections in 2020, including the number of taxpayers, 2020 tax revenue collected, and reported ounces of SSBs.

**Note:** Effective for 2020 tax payments, the State of Washington changed the due date for annual business and occupation tax filings from January 31 of the year following the tax to April 30. Although the impact of this change is expected to be small, numbers in this chapters are subject to change pending final payment amounts by businesses filing annual tax returns by April 30, 2021. Information presented in this chapter represents all 2020 through fourth quarter and annual tax filings and payments received through the January 31, 2021 filing period.

### **Tax rate**

The standard tax rate for the SBT is \$.0175 per ounce. There is a reduced tax rate for certified manufacturers. That rate is \$.01 per ounce.

### **Taxpayers**

As of March 2021, there were 204 total tax filers for 2020, including 183 quarterly filers and 21 annual filers. Total filers decreased by 16 from 2019 filers. This decrease is potentially due to both business closures and to the State law change described above.

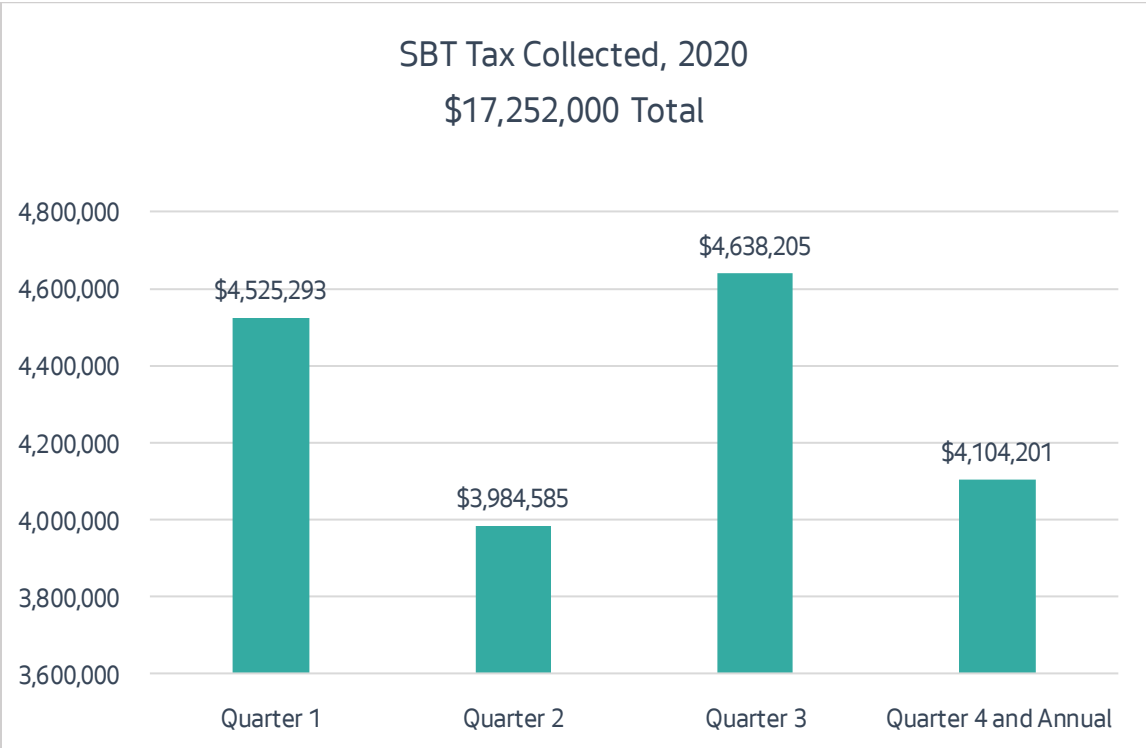
Five firms, up from four in 2019, have received certification for the reduced tax rate. These are firms which manufacture sweetened beverages and have worldwide gross income of greater than \$2 million and less than \$5 million. Beverages from these manufacturers are taxed at the reduced rate of \$0.01 per ounce.

Of the 204 total tax filers in 2020, 60 are retailers that have issued redistribution certificates to 29 distributors. Under certain circumstances, determining the correct number of taxable ounces is better managed by the retailer receiving distribution of the beverages or concentrates. In these cases, retailers may issue a redistribution certificate to a distributor, which transfers the liability for making tax payments to the retailer from the distributors on those ounces of product that are taxable.

The City has also issued 20 exempt certificates, which exempts from taxation beverages manufactured by businesses with worldwide gross income of \$2 million or less. The City issued 18 exempt certificates in 2019.

**2020 Tax Revenues**

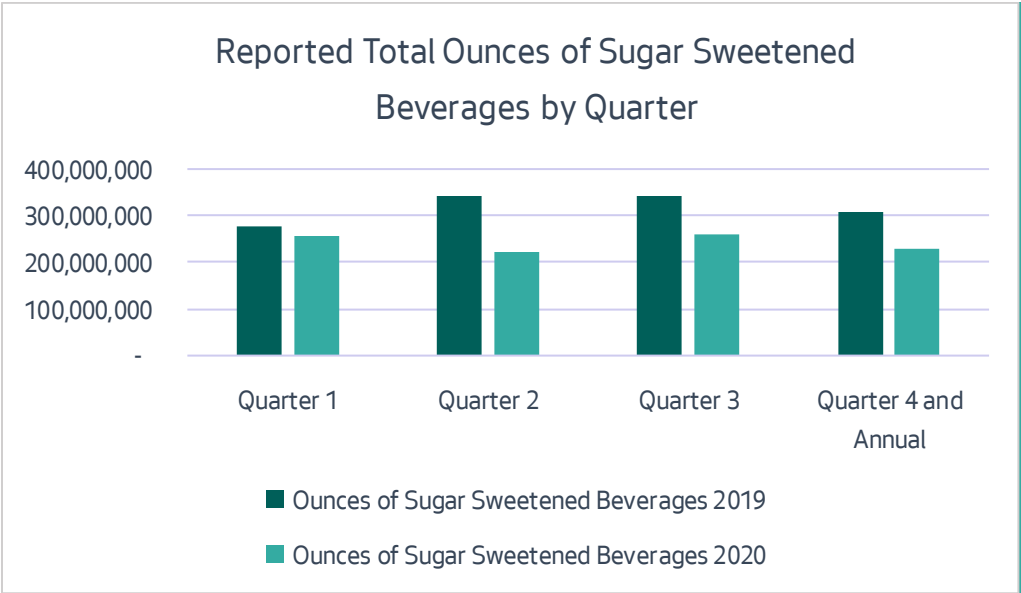
Total 2020 tax revenues decreased by \$4.7 million from 2019 levels to \$17,252,284. Collections by quarter are shown in the chart below and clearly indicate the onset of the pandemic and related stay home, social distancing policies, which shut down restaurants, movie theaters and other venues where sweetened beverages are consumed on site. This also indicates the effect of the City's policy to allow deferral of payments to the 3rd quarter due date of October 31.



**Reported Ounces of SSBs**

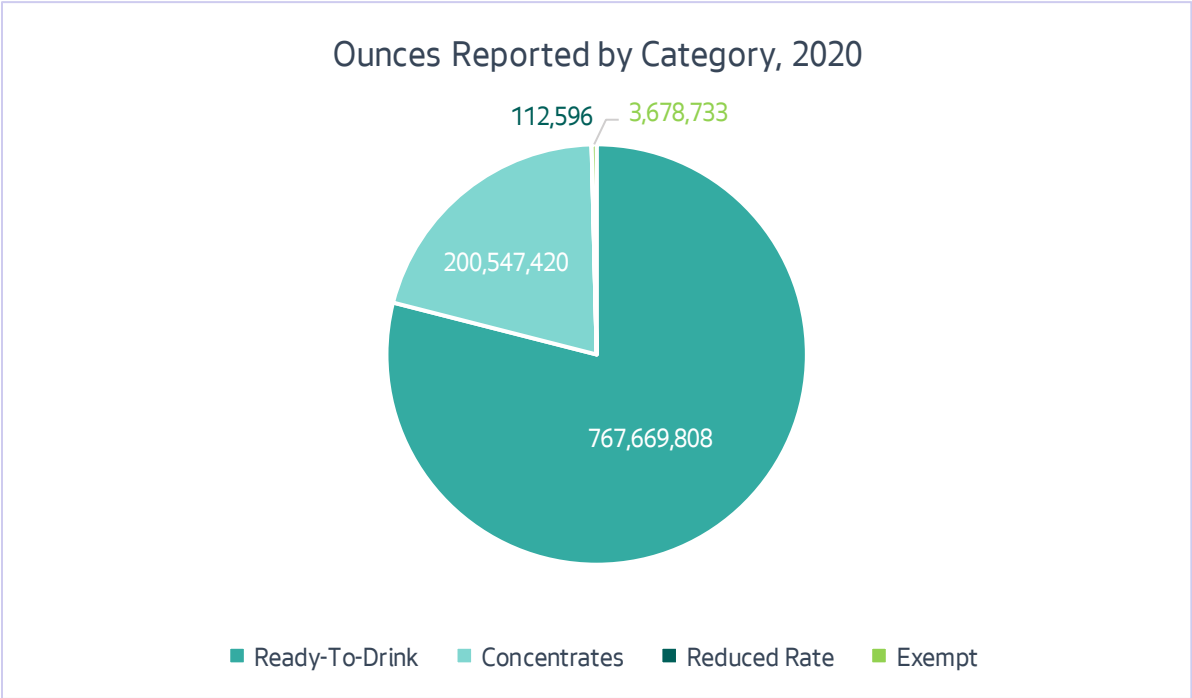
Taxpayers reported over 972 million ounces (approximately 7.6 million gallons) of SSBs distributed into the City of Seattle in 2020. Total reported ounces are down from 1.27 billion in 2019 (-23%). Reported ounces by quarter are shown in the chart below.

**Note:** These figures are calculated by the City based on taxes reported. They should not be considered a complete or accurate measure of actual beverage consumption.



**Ounces Reported by Category**

Of the total ounces reported, approximately 112,600 (0.01% of total) were taxed at the reduced rate of \$0.01 per ounce. This represents a reduction of 4.2% or 4,925 ounces from 2019. Approximately 3.7 million ounces of beverages were reported but exempt from taxation. This is a reduction of nearly 5.2 million ounces or 58.5% from 2019. Due to restaurant and other venue closures, reported concentrate ounces fell approximately 52% in 2020 to 200.5 million ounces from 414.1 million ounces in 2019. Ready-to-Drink ounces, in contrast, also decreased in 2020, but only by approximately 9.25% or 78.2 million ounces.





## Chapter 4 | 2020 Investments

Seattle's Sweetened Beverage Tax (SBT) was designed to improve the health of Seattle residents by reducing the sales and consumption of sugary drinks. It also raises revenue for important programs that increase healthy food access and support child health and early learning.

Proceeds from the SBT are spent in accordance with City of Seattle ordinances (Ord. 125995, § 1, 2019; Ord. 125886, § 2, 2019; Ord. 125718, § 1, 2018; Ord. 125324, § 3, 2017). For more information, see the [Seattle Municipal Code 5.53.055 - Sweetened beverage tax-Allocation of proceeds](#).

Below is an accounting of 2020 investments and actual spending.

Investments, by investment area	Dept <sup>1</sup>	2020 Final Budget <sup>2</sup>	2020 Expenditures	Page <sup>3</sup>
<b>One-time Investments (per ordinance)</b>				
Seattle Promise Endowment	DEEL	\$4,871,404	\$4,871,404	
Worker Retraining (Set-Aside) <sup>4</sup>	N/A	\$1,500,000	\$0	
Sweetened Beverage Tax Evaluation	AUD	\$950,000	\$450,000	<a href="#">52</a>
<b>One-time Investments (Other)</b>				
Community Advisory Board (CAB)	OSE	\$56,682	\$43,716	<a href="#">8</a>
Connect families with child care providers <sup>5</sup>	DEEL	\$369,240	\$73,649	
Provide families with diapers	DEEL	\$100,000	\$100,000	
Food and meal microgrant program <sup>6</sup>	HSD	\$183,500	\$183,500	
Fresh Bucks Vouchers <sup>7</sup>	OSE	\$225,000	\$112,500	<a href="#">21</a>
Water bottle filling stations in schools	OSE	\$140,000	\$100,338	<a href="#">36</a>
Water bottle filling stations in community centers	SPR	\$34,885	\$34,885	
Emergency Grocery Vouchers	OSE	\$5,000,000	\$5,050,000	<a href="#">20</a>
<b>Food Access &amp; Health Promotion</b>				
Fresh Bucks <sup>7</sup>	OSE	\$5,612,296	\$4,272,766	<a href="#">21</a>
Food Banks, Meal Programs & Home Food Delivery	HSD	\$2,165,891	\$2,171,712	<a href="#">24-29</a>
Farm to Table	HSD	\$395,447	\$453,552	<a href="#">30</a>
Food Distribution & Systems Support	HSD	\$1,438,461	\$1,334,982	<a href="#">24-29</a>
Food Access Opportunity Fund	HSD	\$473,500	\$473,500	<a href="#">38</a>
Public Awareness Campaign	HSD	\$440,867	\$440,867	<a href="#">40</a>
Healthy Food in Schools <sup>7</sup>	OSE	\$466,743	\$461,732	<a href="#">33</a>
Food Policy <sup>7</sup>	OSE	\$209,591	\$183,779	
CAB Administration	OSE	\$157,538	\$157,538	
Recreational Programs <sup>8</sup>	SPR	\$152,396	\$30,129	
<b>Early Learning and Child Development<sup>5</sup></b>				
Child Care Assistance Program	DEEL	\$2,007,702	\$1,419,043	<a href="#">42</a>
Health and Developmental Supports	DEEL	\$3,232,802	\$1,918,007	<a href="#">44</a>

Investments, by investment area	Dept <sup>1</sup>	2020 Final Budget <sup>2</sup>	2020 Expenditures	Page <sup>3</sup>
Home Visiting	DEEL	\$1,824,852	\$1,645,224	<a href="#">47</a>
Birth-to-Three Coaching and Training	DEEL	\$974,755	\$324,281	<a href="#">49</a>
SBT Central Administration	DEEL	\$511,877	\$381,549	
Family Child Care Support	DEEL	\$469,476	\$164,306	<a href="#">51</a>

1. Department key:
  - AUD: Office of the City Auditor
  - DEEL: Department of Early Learning and Education
  - HSD: Human Services Department
  - OSE: Office of Sustainability & Environment
  - SPR: Seattle Parks and Recreation Department
2. 2020 Final Budget includes any carryforwards, automatic rollover of certain budgets like grants, quarterly supplemental budget legislation, standalone legislation, budget transfers between accounts, and technical corrections.
3. Page in this report where there is more information about this line item.
4. When the Sweetened Beverage Tax was created in 2017, [Ord. 125324](#) reserved up to \$1.5 million in total as funding for "job retraining and placement programs for workers adversely impacted by the tax". This funding is set-aside in reserve.
5. Public health and safety measures put in place to stop the spread of COVID-19, coupled with low enrollment in childcare due to high unemployment, resulted in reduced spending on Early Learning and Child Development programs and services.
6. Microgrant program funding was reduced due to COVID.
7. Unspent Fresh Bucks and OSE 2020 budget was carried into 2021 to support additional Fresh Bucks enrollees from the waitlist and to supplement the continuation of the school emergency snack program in 2021.
8. Public health and safety measures put in place to stop the spread of COVID-19 halted recreational programming in community centers. This funding was redirected to Emergency Grocery Vouchers.

## Chapter 5 | Healthy Food Access Investments

*Content provided by City of Seattle Office of Sustainability & Environment and the Human Services Department*

The City envisions an equitable food system where everyone – regardless of income, race, or life situation – can access and afford healthy and culturally appropriate food. To achieve this vision, the City invests in a range of strategies and interventions designed to reach people of all ages and in the many places where they access food (in community, child care, schools, food banks, meal programs, etc.). Ultimately, the City's multipronged approach helps make healthy, culturally responsive food available and affordable, while supporting a sustainable local food and agriculture economy.

The COVID-19 pandemic and resulting economic crisis dramatically increased food insecurity rates in Seattle and intensified patterns of existing racial inequities. As the pandemic stretched from weeks to months, the City worked closely with the CAB and other external stakeholders to support community-led solutions to address food insecurity and to modify and expand new program delivery models to ensure critical resources were provided to the communities that needed them most. The City's work focused on serving those disproportionately impacted by the pandemic, including seniors, low-income children and families, communities of color, immigrants, refugees, and unsheltered individuals and families.

Significant accomplishments for these SBT investments in 2020 include:

- **Expanded direct assistance to households:** Within weeks of the COVID-19 crisis, \$5 million in SBT revenue provided the seed funding to launch the Emergency Grocery Vouchers program, providing 6,250 lower income families with \$800 each to purchase groceries and household supplies. This initial investment, coupled with the sustained need and positive impact of the program, prompted additional public, private, and philanthropic investments when they were needed most.
- **Swift, responsive support:** Emergency food and other food access programs quickly adapted their service delivery models to protect the health and safety of program staff and participants and to meet increased demand. For instance, meal programs and snack programs shifted program operations pivoting to "to-go" or delivery models while increasing participation rates.

This section highlights the SBT-funded food access investments in 2020. The following investment areas are included, in order of appearance:

Emergency Grocery Vouchers  
 Fresh Bucks  
 Food Banks  
 Meal Programs  
 Farm to Table  
 Healthy Food in Schools  
 Water bottle filling stations  
 Community Grant Programs  
 Public Awareness Campaign

## Emergency Grocery Vouchers

2020 SBT Budget: **\$5,000,000**

### Description

In March 2020, just weeks into the start of the COVID-19 crisis, [the City of Seattle announced](#) it would use \$5 million in Sweetened Beverage Tax dollars to provide grocery vouchers to help families impacted by the pandemic. This initial funding reached 6,250 families in need, each receiving a total of \$800 over two months that could be used to purchase any item at Safeway except for tobacco, alcohol, lottery tickets, or fuel. The program was [endorsed by the Sweetened Beverage Tax Community Advisory Board](#) and set up by the Office of Sustainability & Environment, which leveraged its Fresh Bucks program infrastructure and relationship with Safeway to develop the emergency grocery voucher program.

To reach residents as quickly as possible, income-qualified families enrolled in City-supported child care and food assistance programs were the first to receive grocery vouchers. Enrolling families and individuals already participating in city programs saved time since eligibility and contact information was readily available. The City prioritized programs with extensive race and social justice frameworks and closest ties to communities most seriously affected by the COVID-19 pandemic, especially people of color, immigrants and refugees, indigenous peoples, people with low incomes, and English language learners.

### Key Accomplishments

SBT revenue supported the first wave of emergency grocery vouchers and initiated additional investments in the program. In response to positive community feedback about the program and the importance of providing this type of flexible assistance so families and individuals could purchase food and household supplies, the City expanded the program several times with philanthropic, private, and federal dollars. Over the course of a year, the program ultimately served over 14,000 households with \$25.4 million in direct assistance.

The SBT seed funding provided **6,250 lower income families with \$5 million in direct assistance**, prioritizing communities most affected by the COVID-19 pandemic. Among this first wave of grocery voucher recipients, 83.5% were families of color. For more information, read the [OSE's March 24, 2020 memo to the CAB](#).

### Partners

The following City departments helped to automatically enroll the 6,250 families and individuals: Department of Education and Early Learning, Human Services Department, and Seattle Parks & Recreation.

## Fresh Bucks

2020 SBT Budget: **\$5,621,296**

### Description

Fresh Bucks is a healthy food program that helps Seattle residents afford fruits and vegetables. Fresh Bucks provides incentives and vouchers that customers can use like cash to buy fruits and vegetables at participating farmers markets, neighborhood grocers, and Safeway stores.

In 2020, Fresh Bucks had several ways of reaching customers:

- **Fresh Bucks Match** – Customers who spend their SNAP food benefits (formerly called food stamps) at participating Fresh Bucks retailers earn Fresh Bucks dollars they can use to buy fruits and vegetables.
- **Fresh Bucks Vouchers** – Enrollment navigators in community-based and clinic settings provide fruit and vegetable vouchers to eligible participants. Vouchers can be used like cash to buy fruits and vegetables at participating locations.

For more information about Fresh Bucks, visit: [www.Seattle.gov/freshbucks](http://www.Seattle.gov/freshbucks) or [SeattleFreshBucks.org](http://SeattleFreshBucks.org)

### COVID Impacts and Modifications

Recognizing the impacts of COVID-19 and the economic downturn on Fresh Bucks program enrollees, the City made several programmatic adjustments in 2020 aimed at maximizing benefits and resource assistance for vulnerable and impacted groups. To maximize benefits for 2020 enrollees, we extended benefits through December 2021, in anticipation of COVID-19 impacts persisting through 2021. Additionally, increased City investments, combined with year-end program savings, made it possible for us to serve an additional 3,100 enrollees with benefits starting in late 2020 that will continue through 2021.

We also provided an additional \$45,000 to support partner community-based organizations with necessary pivots to online engagement for SNAP Match promotion within newly eligible communities. We worked with the Emergency Grocery Voucher program to ensure that Fresh Bucks enrollees from the most disproportionately impacted communities could receive these additional benefits. We worked with Delridge Co-op to pivot from in-person shopping to offering produce box deliveries for Fresh Bucks Vouchers customers. Finally, we worked with Seattle farmers markets to include Fresh Bucks Vouchers and EBT/SNAP Match payments for online produce orders that could be easily picked up at the market.

### 2020 Accomplishments

- The program provided **12,100 households** with **\$3.12 million in Fresh Bucks benefits** in 2020. Seventy percent of all enrollees identified as being from a **priority population** (low-income Hispanic, Black/African American, American Indian/Alaska Native, Native Hawaiian Pacific Islander communities, and immigrants and refugees, particularly those with language barriers).
- Fresh Bucks customers could use their benefits at **30 Seattle retail locations**, including nine farmers markets and farm stands, five neighborhood grocers and 16 supermarket locations (*NOTE:*

Most farmers markets and farm stands (20) did not operate in 2020 due to COVID-19 related closures.)

- In 2020, **76 percent** of Fresh Bucks customers identified as Black, Indigenous, People of Color (BIPOC).
- **18 community organizations and health clinics** rooted in communities of color and low-income communities served as trusted partners of the program, connecting residents to the Fresh Bucks program and providing complementary activities such as cooking classes in virtual formats.
- **Delridge Co-op** became the first Fresh Bucks retailer in Delridge. Originally intended to open as a brick-and-mortar store, COVID-19 restrictions incited a quick pivot to produce box deliveries, rather than in-person shopping. Close to 100 households used Fresh Bucks Vouchers to purchase produce box deliveries in 2020.



Photo credit: This screenshot of Fresh Bucks customers was taken during an online healthy cooking challenge to showcase produce purchased with Fresh Bucks benefits. The cooking challenge was hosted by Interim Community Development Association, a Fresh Bucks community-based organization partner.

## **Fresh Bucks Partners**

In 2020, the following partners helped to make Fresh Bucks possible in Seattle:

Abdullahi Jama	Neighborcare Health Systems
Ammana Warehouse & Grocer	Neighborhood Farmers Market Alliance
Atlantic Street Center	Odessa Brown Children's Clinic
Casa Latina	Pike Place Market Foundation
Children's Home Society of Washington	Pike Place Market Preservation and Development Authority
Fruteria Sandoval	Public Health Seattle & King County
Got Green	Queen Anne Farmers Market
Harameyn Halal Grocer	Safeway Corporation
Harborview Medical Center	Seattle Farmers Market Association
Horn of Africa Services	Seattle Indian Health Board
Interim Community Development Association	Somali Health Board
Kaiser Permanente	Tilth Alliance
Lake City Collective	United Indians of All Tribes
Latino Community Fund	Villa Comunitaria
Mendoza's Mexican Mercado	
Milepost Consulting	

## Food Banks

### **Description**

Food banks provide nutritious food to low-income Seattle residents to combat hunger. Food banks provide groceries for infants, children, seniors, and people with special dietary needs, and help families access other food assistance (such as SNAP) and other non-emergency food resources. Food banks strive to offer culturally-specific food choices and utilize discretionary funding to make food purchases that serve specific populations.

In addition to on-site services, many food banks provide home delivery to homebound clients who are unable to come into food bank locations because of age, disability, or illness. Home delivery is available an average of once per week for clients and provides food to prepare meals for several days. Some food banks also supply weekend food backpacks to school-aged children and their families and provide mobile or pop-up food bank services to serve communities where they work and play.

### **COVID Impacts and Modifications**

As COVID spread through Seattle communities, food banks experienced supply chain disruptions that led to unpredictable inventory and less customer choice. Food banks lost revenue from cancelled fundraising events and lost significant "people" capacity, as staff and volunteers stayed home for their health and safety.

Faced with these challenges—and the forecast of increased need—food banks adapted operations to ensure customers would receive needed food. Programs shifted to a "to-go" model of pre-packed food boxes, expanded/implemented home delivery and mobile food pantries, implemented cleaning and sanitation protocols, added National Guard members, and reconfigured space to accommodate socially distanced visits. Food purchase partners focused on filling gaps such as nutritious and culturally relevant protein and fresh produce. The City of Seattle invested \$2.5 million in COVID relief funding to food banks, as well as additional funding for bulk food purchasing and SBT funding for personal protective equipment (PPE) and food distribution supplies.

### **Food Bank Data Cohort**

In 2019, SBT investments provided the foundation for the Food Bank Data Cohort. These funds paid for Public Health—Seattle & King County and Solid Ground to convene key strategy stakeholders to develop a data collection framework and a recommended set of common metrics to help the City and food banks track and communicate the impact of food bank investments. While this project paused in March 2020 due to the COVID pandemic, the work will resume in the future. The intent is for future food bank data collection efforts to go beyond the standard quantity metrics (e.g. number of food bank visits, pounds of food distributed) and capture additional information such as client satisfaction, service quality, and impact.





Photo credit: Byrd Barr Place

**2020 Key Accomplishments**

SBT revenue was invested in food banks, including on-site, home delivery, mobile food pantry and weekend hunger (backpacks) services to benefit low-income individuals and families in Seattle experiencing or are at risk of experiencing hunger.

- SBT funding supported **16 food banks** at 18 locations to provide hunger relief and other services, as seen through **197,269 client visits** in 2020.
- Six agency partners provided **14,229 weekend hunger backpacks for students**.
- Members of the East African community and food bank staff dialogued to strengthen relationships and ensure the availability of **culturally appropriate foods**.
- Food Lifeline’s **bulk buy program** is customized for the needs of partnering food and meal providers. SBT funding supports many of the food banks and meal programs that benefit from bulk buy (though does not fund bulk buy itself). Bulk buy results in improved access to fresh produce, dairy, and protein.
- The **Food Bank Data Cohort** project facilitated conversations with key strategic planning partners in the work to develop common data metrics that demonstrate the impact of food bank investments. When the cohort paused during COVID, funds were re-invested in emergency food box distribution.

## **Food Bank Partners**

In 2020, the following food banks were supported by SBT funding:

Asian Counseling & Referral Service

Ballard Food Bank

Byrd Barr Place

El Centro de la Raza

FamilyWorks

Jewish Family Service of Seattle

North Helpline

Pike Market Senior Center

Puget Sound Labor Agency

Rainier Valley Food Bank

Seattle Indian Center

Society of St. Vincent de Paul

The Food Bank @ St. Mary's

University District Service League

West Seattle Food Bank

White Center Food Bank

## Meal Programs

### **Description**

Meal programs provide nutritious food to seniors, people experiencing homelessness, and low-income Seattle residents to combat hunger. Meal programs are located in diverse community-based organizations throughout Seattle, with a focus on areas of highest need (central, south, southeast, and southwest Seattle).

***Community meal programs provide nutritious and well-balanced meals in a variety of locations throughout the city.***

***Senior congregate meal programs*** provide nutritious meals to older adults ages 60 and over. These programs deliver much more than just a meal to their clients, including nutrition services, social companionship, and access to myriad other community-based services that are essential to keeping seniors healthy, safe, food secure, and independent in their own homes and communities. Meals are free but participants may donate to the cost of the meal.

***Home Delivered Meals*** serve frail, homebound, or isolated individuals at least 60 years old and those under 60 with a chronic medical condition. Participants are eligible to receive up to 14 meals per week – frozen, heat-and-serve. Weekly meal delivery provides a wellness check and sometimes the only opportunity for face-to-face contact or conversation that day. Meals are free but participants may donate to the cost of the meal. Produce bags were given with meals to enhance meal quality by offering fresh produce to Seniors.

### ***Food Access Transportation for Older Adults***

SBT investments support food access transportation services to enable older adults to access healthy food in the setting of their choice. Older adults are provided with bus tickets and other resources to travel to congregate meal programs, without transportation barriers. Older adults also take trips to food banks, farmers markets, and grocery store, including sites that participate in SNAP, Fresh Bucks and/or the Senior Farmer's Market Nutrition Program.

### ***Nutrition Education for Older Adults***

SBT supports food and nutrition education for older adults to learn health information and simple, healthy cooking techniques through a six-week series. Each week the Community Nutrition Educator presents a health topic followed by a cooking demonstration. Participants receive a grocery bag containing the ingredients to cook the healthy meal on their own.

### ***Good Food Bags***

Fresh produce is provided to older adults throughout Seattle, complementing various programs and services. Congregate meal and home delivered meal participants receive fresh produce to increase access

to healthy foods. Good food bags are also provided to health promotion participants as part of a holistic approach to health and wellness providing healthy activities, fresh produce, and nutrition education. Health promotion participants are older adults that participate in health promotion programming – exercise, fitness or movement classes, workshop series, and other proven methods that improve health and wellbeing.

### **COVID Impacts and Modifications**

Meal programs experienced many of the same COVID impacts as food banks, including food supply disruptions, lost fundraising revenue, and decreases in staff and volunteers. To ensure social distancing and other safety measures, congregate meal programs were not able to provide in-person dining. Some meal programs—particularly those serving seniors—saw the added hardship of social isolation, as guests could no longer spend time together over a meal.

Meal programs shifted their program operations quickly and in innovative ways, pivoting to “to-go” or meal delivery models, implementing cleaning and sanitation protocols, and tapping National Guard staff support. Some senior programs offered grocery bags to supplement meals to keep older adults safe. Food access transportation played a critical role in supporting meal delivery closing access gaps, supporting health equity, and keeping people safe during the pandemic. The City of Seattle invested additional COVID relief funding for bulk food purchasing and allocated SBT funding for personal protective equipment (PPE) and food distribution supplies.



Photo credit: Southeast Seattle Senior Center

## 2020 Key Accomplishments

SBT revenue was invested in dozens of culturally-specific meal programs to benefit low-income individuals and families in Seattle who are experiencing, or are at risk of experiencing, hunger.

- In all, nearly **298,867** meals were provided in community settings.
- Senior congregate meal programs provided **209,595 meals to 3,988 adults** aged 60 or older.
- Over **1,900 Good Food Bags** were distributed to Congregate Meal and Health Promotion participants.
- Senior Home Delivered Meals provided **16,456 produce bags** to complement meals.
- Four nutrition education series workshops were delivered to **96 seniors**.
- **585 older adults** were provided food access and transportation services.
- Nine agency partners provided **11,038 home delivered food boxes/groceries**.
- **510,391 meals were delivered to 2,570 seniors and individuals** with a chronic medical condition (includes people under age 60).

## Meal Program Partners

In 2020, the following agencies were supported by SBT funding to provide meal programs:

- |  |  |
|--|--|
| Asian Counseling and Referral Service and its community partners | OSL (formerly OPERATION: Sack Lunch)         |
| Community House Mental Health Agency, Inc.                       | Phinney Neighborhood Association             |
| Community Lunch on Capitol Hill                                  | Pike Market Senior Center                    |
| El Centro de la Raza   | Recovery Cafe                                |
| FareStart  | ROOTS Young Adult Shelter                    |
| Filipino Community of Seattle                                    | Seattle Chinatown International District PDA |
| Hunger Intervention Program                                      | Seattle Indian Center                        |
| International Community Health Services                          | Sound Generations and its community partners |
| Lifelong Chicken Soup Brigade                                    | Tilth Alliance                               |
| Mary's Place   | Ukrainian Community Center of WA             |
| Mercy Housing  | United Indians of All Tribes Foundation      |

## Farm to Table

2020 SBT Budget: **\$395,447**

### Description

SBT investments support several Farm to Table initiatives aimed at increasing access to Washington-grown, fresh produce for programs serving children and older adults in Seattle.

#### ***Farm to Preschool and Child Care***

Farm to Preschool and Child Care makes grants funds available to Seattle Preschool Program sites and child care programs so these sites can increase their offerings of fresh, Washington-grown food to the children in their care. Participating sites also participate in nutrition education, field trips, and training for providers, children and families on child nutrition, food preparation, food justice, gardening, and local food procurement.

In 2019, **Farmstand Local Foods LLC** was the successful applicant to the Human Service's Department [Request for Qualifications](#) focused on providing additional support to preschools and before and after school programs to purchase affordable, nutritious, culturally appropriate food from local farmers, farmers of color, and immigrant and refugee farmers.



Photo credit: Refugee Women's Alliance

***Farm to Table for Older Adults***

Most Senior Congregate Meal programs infuse Farm to Table activities across 14 sites. Activities include using seasonal products in their meals, sharing recipes, and making group site visits to farms. Registered Dietitians provide technical assistance and help to coordinate activities such as providing menu recommendations, promoting seasonal products, partnering with local immigrant/refugee owned farms, and purchasing culturally appropriate food items for sites. Funding is reflected in the Meal Programs section of this chapter.

***Fresh Bucks to Go***

Fresh Bucks to Go delivers free bags of local fruits and vegetables to participating Seattle Preschool Program sites so families can pick up healthy groceries at the same time they pick up their children. The bags are filled with enough locally sourced fresh fruits and vegetables to provide 2-3 servings per person for a family of four for 3-4 days. Each bag also contains easy recipes that adults and children can prepare together using the produce provided. Fresh Bucks to Go vendors preferentially source from immigrant and refugee farmers.

***Out-of-School Time***

Funding in this category allows the City to operate as a sponsor for the federal Child and Adult Care Food Program (CACFP) afterschool programs, and to expand meal service at summer meal sites to include before and after school meals. In effect, this increases the number of locations that offer meals and programming to youth year-round.

**COVID Impacts and Modifications**

Farm to Table's child care partners were heavily impacted by site closures, staff reductions, and health and safety concerns throughout the COVID pandemic. To address community need in the face of these disruptions, Farm to Table pivoted services and made purchasing more flexible. Participating child care sites used purchasing stipends to support on-site meals and snacks, to provide food for families at home, or a hybrid, depending on each site's individual needs. Additional private funding ensured strong sales for local farmers during a time when markets, restaurants, and typical sales channels were disrupted or closed.

In addition, Farm to Table educators adapted nutrition education and staff training to virtual and outdoor classes, and developed resource kits for both preschool and school-age child care sites that include books, activities, recipes, teaching tools, and cooking equipment. Teachers were provided with the tools and skills to do direct farm-to-table education with their students.

**2020 Key Accomplishments**

- **Farm to Preschool** had purchasing relationships with over **60 Washington farmers**, including investing in farmers of color (14) and women-owned farms (26).
- **Fresh Bucks to Go** distributed **32,357 bags of produce** to families with children in participating preschools.

- Pacific Coast Harvest tested an approach to enable Fresh Bucks to Go customers to **customize their produce bags** to enable families to choose **culturally appropriate produce** and/or order more than the free amount of produce at a discounted rate.
- **Out-of-School Time** served **7,412 meals** to low-income youth across 26 sites.

### **Farm to Table Partners**

In 2020, the following entities made Farm to Table possible:

Asian Counseling and Referral Services	Pacific Coast Harvest
El Centro de la Raza	Pike Place Market PDA
FareStart	Pike Market Senior Center
Farmstand Local Foods LLC	Solid Ground
Filipino Community of Seattle	Sound Generations
International Community Health Services	Tilth Alliance
Nourishian for Life	Ukrainian Community Center
Optimum Foods	United Indians of All Tribes Foundation



## Healthy Food in Schools

2020 SBT Budget: **\$466,743**

### Description

In early 2020, SBT investments supported two snack programs with the primary goal of increasing access to and consumption of fresh fruits and vegetables among elementary and high-school-aged students.

#### ***Fresh Fruit & Vegetable Program***

The Fresh Fruit and Vegetable Program (FFVP) provides elementary students at qualifying schools with a nutritious snack during the school day. The goal of the program is to increase the variety and quantity of fruits and vegetables students experience and consume. A fruit and/or vegetable snack is offered four or five days a week and at least 15 different fruits and/or vegetables are served each month. Through FFVP, students have greater access to nutritious foods and the opportunity to learn about and develop healthy, lifelong eating habits.

Since 2018, in response to recommendations from the Sweetened Beverage Tax Community Advisory Board ([2018-2019 Budget Recommendations](#), [Supplemental 2018-2019 recommendations](#), [2021 Budget Recommendations](#)), the City has partnered with Seattle Public Schools (SPS) to offer FFVP. In early 2020, SBT funding enabled 18 schools to participate in the program. All participating schools had 43 percent or more students who qualified for free and reduced-price meals.

#### ***High School Snack Program***

Following a successful pilot in 2019, the High School Snack Program continued operating at Chief Sealth High School for the first two months of 2020, providing fresh, healthy snacks to over 1,000 students, four times a week at no cost. Until this program launched, City and federal resources for snack programs focused exclusively on elementary students. However, according to a recent survey conducted by [FEEST](#), a youth-led organization working to improve health in schools, high school students reported lack of access to fresh, healthy, culturally relevant food at school as their greatest health-related barrier. The goal of the High School Snack Program is to increase consumption of healthy produce, encourage healthy eating habits, and increase students' ability to concentrate in school. Based on student interviews conducted by FEEST, 100 percent of students reported the snack program had a positive impact on their ability to learn and strengthened the overall Chief Sealth community.

### **COVID Impacts and Modifications**

To maintain access to fresh fruits and vegetables while students were learning remotely, SPS and the City paused its existing snack programs and implemented an expanded emergency snack program utilizing SBT resources along with other City and federal funding. Under the emergency snack program, students and families disproportionately impacted by the pandemic such as Black, Indigenous, and students of color as well as students qualifying for free and reduced-price lunch, received a free two-pound bag of produce each week at an SPS meal site or through a home delivery program operated in partnership with Amazon.

Households received at least eight different fruits and vegetables each month. Through the emergency snack program, SPS and the City were able to accomplish the goals of its typical snack programs and help meet the nutritional needs of households during this challenging time.



Photo credit: North Beach Elementary School

## 2020 Accomplishments

- From January - February, SBT funded the FFVP program in **18 elementary schools**, reaching **6,800 students**.
- From January - February, SBT funded the High School Snack Program at Chief Sealth High School, reaching **1,078 students**.
- In October 2020, the Office of Sustainability & Environment (OSE) and the Nutrition Services Department at SPS launched the **emergency snack program** providing roughly **59,000 bags of fresh produce** to households in need.
- In December 2020, through a partnership OSE brokered between SPS and the Washington State Department of Agriculture, an additional **1,650 families** received a two-pound bag of fresh produce through **eight SPS bus routes**. Through this partnership, SPS was able to work with a local vendor thereby utilizing more **locally grown produce and supporting smaller, local vendors**.

## Partners

In 2020, Seattle Public Schools Nutrition Services Department partnered on FFVP, the High School Snack Program, and the emergency snack program.

# Water bottle filling stations

2020 SBT Budget: **\$140,000**

### Description

In 2020, the City partnered with Seattle Public Schools (SPS) to install water bottle filling stations with the dual goal of increasing water consumption and reducing sugary beverage consumption to improve health and reduce single-use plastic bottles. To identify and prioritize schools that serve low-income families and communities of color, the City and SPS developed criteria based on recommendations from the Sweetened Beverage Tax Community Advisory Board and the race and social justice goals of the City and SPS.

### COVID Impacts and Modifications

The City and SPS originally estimated SBT resources would cover the purchase and installation of 35 water bottle filling stations. However, uncertainties related to COVID and unforeseen expenses (increased labor costs, asbestos abatement at several installation sites, COVID protocols at worksites) reduced the number of water bottle filling stations that could be installed using SBT revenues to 20. Despite these constraints, SPS has agreed to use its own resources to install any stations not funded through SBT in the order of priority agreed to in the original Memorandum of Agreement signed with the City.



Photo credit: Rainier Beach High School

## Key Accomplishments

- Installation of **12 water bottle filling stations** at **10 high-priority schools** serving a high percentage of low-income families and students of color. Remaining installations using SBT resources will occur in 2021.
- Despite social distancing constraints due to COVID, the City was able to incorporate student input to guide the location of water bottle filling stations at Chief Sealth and Rainier Beach High School utilizing feedback gathered by student leaders from [FEEST](#), a youth-led organization working to improve health in schools.

## Looking Ahead to 2021

Remaining water bottle filling stations will be installed in 2021. Once students have settled back into in-person learning, the City, SPS, and FEEST will identify promotional opportunities (likely in the Fall of 2021) to drive excitement and use of water bottle filling stations. Each station will include a promotional [Be Ready, Be Hydrated](#) campaign sticker developed by a community coalition and young Seattle-area students with support from the SBT. Additional promotional efforts may include joint announcements and the distribution of reusable water bottles and *Be Ready, Be Hydrated* campaign stickers.

## Partners

In 2020, the Office of Sustainability & Environment partnered with the Facility Operation Services Department at Seattle Public Schools to install the water bottle filling stations.

## Community Grant Programs\*

2020 SBT Budget: **\$643,644**

\*If cross referencing with the 2020 Investments outlined in Chapter 4, funding for Community Grant Programs is included as part of the *Food Access Opportunity Fund* and *Food Distribution and Systems Support* line items.

### Description

SBT revenue was invested in grassroots projects and activities designed, led, and managed by and located in communities of color most impacted by food disparities. These investments are founded on the [core values](#) of Sweetened Beverage Tax Community Advisory Board (CAB)—**equity and community-driven solutions**—and were established in response to the CAB’s 2018-2019 recommendations ([2018-2019 Budget Recommendations](#), [2019 Request for Proposal \(RFP\) recommendations](#)). Priority is on efforts led by people from historically under-invested communities such as communities of color, Black, indigenous, immigrant, refugee, and low-income communities.

### **Food Access Opportunity Fund**

The Food Access Opportunity Fund is a grants program launched in 2019. In its first year, SBT funding was awarded through a [2019 RFP process](#) managed by the Human Services Department. Grantees were awarded 18-month contracts to enable sufficient time for planning and development. Funded projects and activities focus on health equity and food justice, and are culturally responsive, based in locations to reach priority communities, and directed by leaders from these same communities. Management of the Food Access Opportunity Fund shifted to the Department of Neighborhoods in 2021.

### **Evaluation support for Food Access Opportunity Fund grantees**

Additional SBT funding was used to contract with Communities Rise to provide capacity building and participatory peer learning opportunities for grantees to evaluate their projects in ways that are most relevant and meaningful to them. All grantees developed evaluation plans and systems for tracking a variety of project data to demonstrate impact. Support for evaluation of community-led projects was provided in response to the CAB’s [2018-2019 Budget Recommendations](#). The COVID pandemic limited full implementation of capacity-building efforts, however grantees nevertheless considered the project valuable and remained committed to their evaluation plans.

### **Neighbor to Neighbor (N2N), Seattle Foundation**

Begun in 1991, [N2N](#) is a grant and technical assistance program and a key strategy of Seattle Foundation’s Center for Community Partnerships. N2N supports grassroots efforts that lead to increased engagement, power and influence of community members affected by poverty and racial disparities. Priority is on efforts led by people from under-invested communities such as communities of color, Black, indigenous, immigrant, refugee, and low-income communities. N2N grants were up to a maximum of \$6,000 and increased in 2021 to \$7,500. Management of N2N investments shifted to the Department of Neighborhoods in 2021.

**COVID Impacts and Modifications**

Community Grant Programs planned to launch or continue their grant-funded projects in 2020 but re-focused some efforts to meet the basic hunger needs in Seattle communities disproportionately affected by COVID and systemic racism. Programs also intended to continue in-person peer learning experiences where participants shared best practices, implemented evaluation plans, and received training and technical assistance. Although COVID prevented in-person gatherings, grantees remained connected through remote discussions.



Photo credit: Nurturing Roots

**2019-2020 Food Access Opportunity Fund Grantees**

African Community Housing & Development  
 American Polynesian Organization  
 Avole Coffee, LLC  
 Black Dollar Days Task Force  
 East African Community Services  
 Eritrean Association in Greater Seattle  
 FEEST  
 First Tongan Seniors Association  
 Kandelia

Puentes: Advocacy, Counseling & Education  
 Puget Sound Labor Agency  
 Rainier Beach Action Coalition  
 Somali Family Safety Task Force  
 Hip Hop is Green  
 Hunger Intervention Program  
 Indigenous Roots, LLC  
 Temple Lifestyle  
 Villa Comunitaria

**2020 N2N Grantees funded by SBT**

American Polynesian Organization  
 Black Dollar Days - Clean Green Farms  
 KOMIDA  
 Eritrean Association of Greater Seattle

Nurturing Roots  
 Salsa de la Vida  
 YES - Black Farmers Collective

## Public Awareness Campaign

2020 SBT Budget: **\$440,867**

### Description

In late 2019 and throughout 2020, SBT funds supported a community-led public awareness campaign of creative and culturally relevant branding and messaging to communicate the impacts of sugar-sweetened beverages on members of our community – including a special focus on youth. Funding for the campaign was allocated in response to the [Sweetened Beverage Tax Community Advisory Board's \(CAB's\) April 2019 recommendations](#).

### COVID Impacts and Modifications

A series of community engagement discussions with young people and other stakeholders was instrumental in developing the public awareness campaign. As a result of COVID, the campaign team shifted to conduct community engagement remotely, working with key partners to schedule dialogues and ensure youth voice, particularly from BIPOC communities was amplified.



Photo credit: The Vida Agency

### 2020 Key Accomplishments

- The Human Services Department, in partnership with Seattle Parks & Recreation and the Department of Neighborhoods, launched **The Be Ready, Be Hydrated** campaign in August 2020. This campaign resulted from a collaboration between The Vida Agency, Black Stax, Hip Hop is Green, Latino Community Fund, and The Service Board, **all BIPOC-led organizations** from the Seattle area.
- The campaign prioritized digital advertising as a direct response to COVID-19. Over a two-month period after the launch, the "Be Ready, Be Hydrated" campaign received nearly **5.9 million impressions, or interactions**. The campaign was intentional in investing resources locally and across a variety of platforms that included social media, podcasts, television, and radio. To learn more, visit <https://bereadybehhydrated.com/>.

## Chapter 6 | Early Learning & Child Development Investments

*Content provided by City of Seattle Department of Education and Early Learning*

The mission of the Department of Education and Early Learning (DEEL) is to transform the lives of Seattle’s children, youth, and families through strategic investments in education. In early learning, DEEL braids and blends resources from voter-approved property tax levies, grants from the Washington State Department of Children, Youth, and Families, and the Sweetened Beverage Tax (SBT) to invest in high-quality programs and supports that help children succeed in school.

The City has a long history of funding programs that specifically aim to support families with young children furthest from opportunity. The SBT has provided an opportunity to fund and implement programs and services focused specifically on children from birth to age three. DEEL’s birth-to-three initiatives align with other investments along the education continuum as well as complement the needs identified by partners, including King County Best Starts for Kids, Public Health – Seattle & King County, Seattle Public Schools, and community-based providers.

Accomplishments for these SBT investments in 2020 included:

- **Responsive support:** Meeting young children, their families, and child care providers where they are, delivering services and supports that are responsive, trauma-informed, culturally and linguistically appropriate.
- **Leveraging investments:** Supporting providers in taking advantage of public programs made available by CARES Act funding and the Paycheck Protection Program to sustain child care capacity in the city.
- **Commitment to advancing racial equity:** Offering professional learning targeted at increasing awareness of implicit bias, prioritizing a marginalized workforce largely composed of women of color and immigrant and refugee populations.

This section highlights the SBT-funded early learning investments. The following investment areas are included, in order of appearance:

Child Care Assistance Program (CCAP)  
 Health and Developmental Supports  
 Birth to Three Coaching and Training  
 Family Child Care Supports  
 Home Visiting



## Child Care Assistance Program

2020 SBT Budget: **\$2,007,702**

### Description

The [Child Care Assistance Program \(CCAP\)](#) was created to provide subsidies for licensed child care to working families in Seattle. The program is intended to align with the state subsidy program, Working Connections Child Care (WCCC), by providing financial assistance for families that have too high an income to qualify for WCCC, but would be financially burdened by paying for Seattle-based child care.

DEEL seeks to use CCAP for advancing racial equity and social justice by providing direct financial support to working families furthest from opportunity and maximizing benefits and minimizing barriers for Seattle's communities of color and low and middle-income communities. The current displacement of Seattle's historic communities of color and low-income communities in tandem with Seattle's increasing cost of living has renewed the program's racial equity and social justice emphasis.

A sliding scale is used to determine the level of child care subsidy the family will receive from the City, based upon the child's age, family size, and family gross income. CCAP serves families with children from birth to age 12 and who earn between 200 percent and 350 percent of the Federal Poverty Level income requirements. [For reference](#), in 2020, this income eligibility equated to an annual income range of \$34,480 to \$60,970 for a family size of two.

Parents are given a voucher that indicates the dollar amount of subsidy paid directly to the child care provider by the City each month. The parent must pay the difference between the City subsidy and the provider rate.

### COVID-19 Impacts and Modifications

As with many small businesses, the effect of COVID-19 on child care was devastating. The business model of child care is sensitive to fluctuations in the employment rate. When unemployment rises, demand for child care falls, and with it, a decline in revenue that renders an industry with already razor-thin profit margins entirely untenable. Additionally, child care facilities experienced a sharp increase in operational expenses to meet heightened health and safety regulations. Programs had to quickly pivot to meet augmented health and safety guidelines related to group size, health screenings, enhanced sanitizing protocols, and continuous use of personal protective equipment (PPE).

To support child care businesses during the economic turmoil caused by COVID-19, a significant modification was made to the child care reimbursement model. Instead of reimbursement based on children's attendance, subsidies were paid based on the facilities' enrollment, thereby minimizing the financial impact caused by COVID-related absences. In addition, family copayment amounts were covered between the months of October 2020 and December 2020.

## Key Accomplishments

In 2020, with dedicated SBT funding, the Child Care Assistance Program (CCAP):

- Launched **Payment for Participation**, an incentive model that provided additional compensation to CCAP providers. This payment increase acknowledged the added expense providers assumed in the pursuit of meeting CCAP's quality standards. This incentive model also increased access to high quality child care by incentivizing providers' participation in CCAP, thereby boosting the overall CCAP slot capacity.
- Expanded marketing and outreach to families, resulting in serving **778 families in 2020, 86% of which were families of color**.
- Supported child care providers in applying for grants funded by the federal CARES Act and Paycheck Protection Program loans so facility owners could afford to maintain operations, sustaining child care capacity for essential workers.
- Distributed **17 pallets of PPE and cleaning supplies** necessary to comply with heightened child care health and safety standards. Examples include gloves, hand sanitizer, no-contact thermometers, face masks, and disinfectant wipes. In all, **183 child care sites, encompassing over 300 classrooms**, received PPE and cleaning supplies.

## Health and Developmental Support

2020 SBT Budget: **\$3,232,802**

### Description

Two distinct but related SBT investments make up the Health and Developmental Support strategy. The first is the Developmental Bridge Program, which provides innovative developmental supports for children from birth to age three. The second is the expansion of multi-disciplinary health consultation services through the Child Care Health Program at Public Health – Seattle & King County.

### Developmental Bridge Program

The City is funding the Developmental Disabilities Division at King County and three community-based organizations (Boyer's Children's Clinic, Northwest Center, and Wonderland Kids) to implement the Developmental Bridge Program. The Development Bridge Program or "Bridge" is a pilot initiative intended to align (or bridge) early intervention supports and services for infant and toddlers and their families. The initiative is fully funded by SBT revenue.

Bridge is intended to provide developmental services to children in an "eligibility gap" to receive early intervention services.

**Early Intervention Eligibility Gap:** The Individuals with Disabilities Education Act (IDEA) Part C provides services for children from birth to age three who have disabilities or developmental delays. However, when they receive a developmental evaluation to determine eligibility for the Part C program, some children with mild delays, developmental or behavioral challenges, or other concerns are found to be ineligible at the time they are evaluated. Even so, children in the "eligibility gap" and their families could benefit from individualized, quality early intervention services to promote ongoing healthy development and wellbeing.

Additionally, some children who are identified late as having a developmental delay (by nearly three years old) benefit from developmental services as they transition to IDEA Part B services (for children ages 3 to 21) or another developmentally appropriate setting.

Identification of developmental delays and early intervention require less resources when it occurs before a child enters Pre-K. Left unattended, children enter Kindergarten without important skills necessary to learn with their typically-developing peers.

To be eligible for the Developmental Bridge Program, families must be Seattle residents and be in one of the following categories:

- Do not qualify for early intervention services (ages 1-36 months) and have a child with a mild developmental delay or parent with a developmental delay; or

- Received early intervention services (36-42 months) but could benefit from support as they transition to Part B services; or
- Did not receive early intervention services (36-42 months) but are likely to qualify for Part B services and could benefit from support as they transition.

### **Child Care Health Program**

SBT funding maintained an expansion of multi-disciplinary health consultation services for child care providers through the [Child Care Health Program](#) (CCHP) at Public Health - Seattle & King County. The CCHP team includes three Mental Health Consultants, two Community Health Professionals, one Registered Dietitian, and seven Public Health Nurses. Together, this team provides consultation services for providers who care for Seattle's young children, using public health approaches that are also community-informed, trauma-informed, culturally inclusive, and support environments that advance racial and social equity.

CCHP provides consultations to providers who accept Child Care Assistance Program (CCAP) subsidies, with dedicated visits and support to providers with infant and toddler classrooms. Consultations cover a range of child topics including health promotion and disease prevention; mental and behavioral health; child development and learning; nutrition, food safety, and healthy mealtimes. Focusing on CCAP providers ensures these consultation services reach programs that serve children of families with incomes that fall between 200.1 percent and 350 percent of the Federal Poverty Level.

### **COVID Impacts and Modifications**

COVID-19 had a large impact on services provided by the Child Care Health Program (CCHP). Almost half of CCHP's Public Health Nurses (PHNs) were pulled into emergency county response. The remaining nurses created the first COVID-19 guidance for birth-to-three providers beginning in late January 2020 and have continuously updated the guidance with the latest information on a day-by-day basis. They also provided direct support and consultation to child care directors when their programs had positive or suspected COVID-19 cases (staff and/or children) or reported "close contact" cases. Another form of support was delivered in the form of weekly open webinars/question sessions and consultations with City and County staff on guidelines and written COVID-19 materials for child care centers.

The Child Care Health Program provided guidance to providers on topics such as how to stop the spread of COVID-19, managing stress and coping, nutrition, and health and safety and consistently distributed it through multiple means, including through one-on-one virtual consultations with providers. The team also offered a series of virtual calls with smaller groups of providers, including Somali and Spanish-speaking centers and Family Child Care facilities on specific topics such as vaccine concerns, nutrition, physical distancing, and mental health issues related to trauma, loss, self-care, and healing.

When schools closed and other developmental supports were cancelled due to social distancing requirements, the Bridge program experienced a sharp increase in demand for services. Initially, sessions increased in frequency to provide opportunities to engage with providers virtually. The flexibility of the

Bridge framework allowed providers to respond to each family's unique needs, extend eligibility beyond the program's stated age limitations, offer medical evaluations on a case-by-case basis, and re-enroll children who had previously transitioned out of the program.

### Key Accomplishments

In 2020, with dedicated SBT funding, the Health and Developmental Support Program:

- Responded to the surge in demand for Bridge services by serving **178 children, a 258% increase from 2019.**
- Distributed **40 electronic tablets and mobile wi-fi hotspot devices** to families with children receiving Bridge services, affording access to those without necessary hardware.
- Earned a **92% rating of "Extremely Helpful"** when surveyed regarding Bridge's usefulness in providing information about their child's needs.
- Child Care Health Program (CCHP) conducted weekly Zoom calls with **150 or more child care participants** beginning in April 2020 to provide the latest guidance, support, and to answer questions.
- CCHP developed videos to assist providers with COVID-19 disinfection and cleaning practices in English, Somali, and Spanish and put them on its website for 24/7 accessibility.

### Partners

In 2020, DEEL worked with the following partners to deliver health and developmental supports:

#### Developmental Bridge Program Partners:

Boyers Children's Clinic  
 Northwest Center Kids  
 Wonderland Developmental Center  
 Developmental Disabilities Division at King County

#### Child Care Health Consultations:

Public Health - Seattle & King County

## Home Visiting

2020 SBT Budget: **\$1,824,852**

### Description

**ParentChild+ Home Visiting** is an evidence-based home visiting program that empowers parents to use play to support the growth and development of their child. Each family is matched with a community-based early learning specialist who shares their culture and language. The specialist visits families twice a week with books and educational toys. Over the course of two cycles, families receive 92 home visits and acquire a library of 46 high-quality books and educational toys and 46 curricular guide sheets with tips on vocabulary-building, engaging conversation, skill development, social-emotional development, imaginative play, and literacy, music, and art activities.

This work is sustained by relationships, aiming to support parents in realizing their role as their child's first and most important teachers. ParentChild+ hires its workforce from the communities it serves, so specialists know the neighborhoods they are working in, the challenges that may come with living there, and the resources families can access. As a result, in times of great adversity, participating families are not alone. Instead, they have a network of support actively reaching out, ready to connect them to a wide range of community resources including food, housing, health care, and educational services.

At the conclusion of the program, ParentChild+ works to ensure children are enrolled in a high-quality early care and education program, the critical next educational step. This dovetails nicely with the Department of Education and Early Learning's continuum of early childhood programs and supports.

### COVID Impacts and Modifications

In mid-March 2020 all implementing agencies ceased in-person home visits in response to social distancing measures enacted to limit the spread of COVID-19. Under guidance from the National Center, community-based organizations implementing the ParentChild+ home visiting model were instructed to pivot from in-person to virtual operations. Sites had to acquire new technology to interact with families and train specialists how to conduct home visits virtually.

As communities mobilized to meet the needs of those impacted by COVID-19, sites compiled and updated resource lists for families needing help obtaining basic necessities. From material goods such as diapers and food to substantial needs such as assistance with rent were among the most frequently referred services.

To meet the individual needs of families, organizations adopted an assortment of video conferencing platforms to ensure that families wanting to continue services were familiar with technology. Sites also provided tablets and access to high-speed internet to families who otherwise would not have the supplies necessary to navigate the shift to socially-distanced living.

From the beginning of April through the end of June 2020, virtual home visits focused on utilizing the materials specialists brought earlier in the program year. At the turn of the school year, sites distributed learning materials to families, offering contactless delivery of new items to sustain families' engagement in supporting kindergarten readiness.

**2020 Accomplishments**

- Executed a successful transition from in-person to virtual home visits.
- During a time when many families opted out of continuing services, ParentChild+ specialists retained over 80% of the families enrolled prior to COVID-19.
- Supported the acquisition of technology and high-speed internet for families of young children so they could continue to engage in activities to support kindergarten readiness.
- All implementation sites continued to serve their communities, despite the challenges presented by COVID-19.

**Funding Partners**

In 2020, DEEL worked with the following funding partners:

Best Starts for Kids  
 Start Early (formerly known as the Ounce)  
 Stolte Family Foundation  
 United Way of King County  
 Washington State Department of Children, Youth, and Families

**Implementation Partners**

In 2020, DEEL worked with the following implementation partners:

<p>Atlantic Street/Rainier Beach Center                  Children's Home Society of Washington                  CSIC (formerly known as Chinese Information and Service Center)                  Congolese Integration Network                  El Centro de la Raza                  Encompass                  Horn of Africa Services                  InterCultural Children and Family Services</p>	<p>Iraqi Community Center of Washington                  Kindering                  Neighborhood House                  Southwest Youth &amp; Family Services, Hudson Street                  Southwest Youth &amp; Family Services, Delridge Way                  Voices of Tomorrow                  West African Community Council                  YWCA of Seattle</p>
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## Birth-to-Three Coaching & Training

2020 SBT Budget: **\$974,755**

### Description

Supportive relationships and positive learning environments benefit infants and toddlers as their brains develop and set the stage for their future success in education and later in life. Over the past decade, the State of Washington and City of Seattle have made large investments in facilitating access and providing resources to improve quality in preschool settings. However, relatively few investments have focused on programs that care for infants and toddlers. A dedicated, sustained focus on enhancing the quality of our licensed infant and toddler environments is crucial to leveling the playing field for Seattle children. SBT was the sole fund source for this model in 2020.

In 2020, DEEL worked with the Child Care Health Program at Public Health – Seattle & King County (PHSKC) to continue piloting an aligned, culturally responsive health consultation, coaching and training model for birth-to-three providers in Seattle. DEEL and PHSKC worked with an initial cohort of providers from the City's Child Care Assistance Program (CCAP) to adapt a training, coaching, and consultation model to:

- increase teachers' knowledge, skills and abilities;
- raise the quality of care provided in infant and toddler environments;
- connect providers, teachers, and families to other early childhood system supports; and
- ensure children and families are healthy, happy, and ready to learn as they make their transitions within the early childhood system.

### COVID Impacts and Modifications

COVID-19 dramatically impacted facilities caring for infants and toddlers, causing them to either close entirely, temporarily suspend services, or in some cases, end their quality improvement efforts in 2020. To best meet providers' needs, coaching and training pivoted to a variety of virtual platforms. Coaching and training focused on increasing educators' knowledge, skills, and abilities to ensure children and families were healthy and supported through their transitions from child care to preschool or kindergarten.

### 2020 Accomplishments

- Designed learning kits with developmentally appropriate materials aimed at encouraging families to continue supporting the growth and development of their children at home.
- Sustained quality improvement efforts with 22 classrooms by providing relevant and responsive professional learning supports on topics such as social emotional learning in infants and toddlers, maintaining a healthy learning environment, recognizing and responding to early childhood trauma, and recognizing implicit and racial bias.
- Completed the 2019-20 birth-to-three training series. (The 2020-21 series has been paused due to COVID-19.)



**Partners**

In 2020, DEEL worked with Public Health - Seattle & King County to provide health consultation, coaching, and training for birth-to-three providers in Seattle.

# Family Child Care Support

2020 SBT Budget: **\$469,476**

## Description

Family Child Care (FCC), or child care that is licensed within a residential home and does not serve more than 12 children, is important to Seattle's efforts to improve the learning and development of children. FCC providers are an integral component of the local early learning system because of their ability to provide care during non-traditional hours and because they are typically located in families' own communities. FCC providers are small businesses owned and operated primarily by women of color and recent immigrants to the country.

FCC is unique from center-based child care and deserves specialized support. With funding from SBT, the City has continued to support the ParentChild+ FCC model and the ParentChild+ Home Visiting Program.

**ParentChild+ FCC Model** - An adapted, evidence-based home visiting model for FCC providers that uses a strengths-based approach to support quality child-caregiver interactions. This model provides visits with FCC providers who serve Seattle families with infants and children from birth to age five. In partnership with United Way of King County and Start Early, DEEL is supporting the expansion of this professional learning model to other parts of King County.

## COVID Impacts and Modifications

Early Learning Specialists continued to support FCC providers despite a sudden shift to a virtual platform. They distributed books and toys with a curricular guide sheet to support continued strengthening of child-caregiver interactions. Early Learning Specialists also helped FCC providers accommodate the influx of school-aged children (ages 5-12) requiring full-day care and online learning support due to school closures.

Early Learning Specialists conducted extensive outreach to current program participants, providing technical assistance to providers eligible for COVID relief funds made available through the Department of Children, Youth and Families as well as the Paycheck Protection Program (PPP) loan through the U.S. Small Business Association. These funds were a necessary lifeline, providing FCC providers capital to pay employees, purchase supplies and materials critical for meeting heightened health and safety standards, and to continue serving healthy meals to children in their care.

## 2020 Accomplishments

- Supported 34 providers, including a sizable number of Cantonese and Somali speaking providers.
- Community-based organizations implementing the ParentChild+ FCC model delivered supplies from diapers to Personal Protective Equipment (PPE), all essential to sustain child care operations.

**Partners**

In 2020, DEEL worked with the following partners to provide family child care supports:

- Atlantic Street Center
- CISC (formerly known as Chinese Information and Service Center)
- Horn of Africa Services
- Southeast Youth and Family Services
- Start Early (formerly known as the Ounce)
- United Way of King County
- Voices of Tomorrow
- YMCA

## Chapter 7 | Sweetened Beverage Tax Evaluation

*Content provided by Public Health - Seattle & King County*

The ordinance that created the Sweetened Beverage Tax requires the City to work with academic researchers to assess the impact of the tax on the following:

1. Economic outcomes (such as household food expenditures, beverage prices and sales, jobs, and store revenues);
2. Health behaviors (such as dietary purchases and consumption);
3. Intermediate health outcomes;
4. Identification and assessment of food deserts in the City;
5. Effectiveness and efficiency of the foodbank network in the City.

Source: [Ordinance 125324](#), Section 5B

The Office of the City Auditor contracts with researchers at Public Health - Seattle & King County, University of Washington Center for Public Health Nutrition, and Seattle Children's Research Institute to lead the five-year SBT Evaluation.

In 2020, the SBT Evaluation Team released one report to address the questions listed below.

### **12-Month Report: Store Audits & Child Cohort** (March 2020)

- Does the SBT affect the prices of taxed and untaxed beverages?
- Does the SBT affect children's and parents' beverage consumption and diet quality?

The following pages summarize the key findings from the 2020 report. Visit the [CAB webpage](#) to access all of the SBT evaluation reports and stay up-to-date as future reports are published.

# 12-Month Report: Store Audits & Child Cohort

March 2020

## **Overview**

This report summarizes findings from data collected 12 months after implementation of Seattle's Sweetened Beverage Tax (SBT) to determine if there were changes in beverages prices and consumption as a result of the tax. Two different studies are included in the report—the Store Audits and the Child Cohort. The report also includes an overview and discussion of another study published in 2020 by Powell and Leider that used data from Seattle stores to estimate the price pass-through of the tax.

## **Store Audits Study**

The purpose of the Store Audits Study is to determine the impact of the SBT on the prices of taxed beverages. Before the tax was implemented, it was unknown whether distributors would increase sugary beverage prices for retailers, and whether retailers, in turn, would increase the shelf prices of sugary beverages paid by consumers ("price pass-through"). The SBT evaluation team conducted surveys of beverage prices in stores and restaurants before, six months after, and 12 months after tax implementation to assess whether the tax is passed on to consumers via higher retail prices of taxed beverages. This March 2020 report summarizes the findings 12 months after tax implementation.

## **Child Cohort Study**

The purpose of the Child Cohort Study is to evaluate the impact of the SBT on children's and parents' beverage consumption and other aspects of children's diet. Before the tax was implemented, it was unknown whether the tax would result in consumers decreasing their purchases and consumption of sugary beverages. Researchers recruited low-income children and families living in Seattle and those living in South King County (the comparison area) to take part in a survey that collected information about the beverage consumption and diet quality. The study began just before the tax went into effect and was repeated six months later and 12 months after the tax went into effect. To attempt to isolate the effect of the tax, researchers compared changes in Seattle to any changes seen in the comparison area (where no sugary beverage tax was in effect).

What follows is a summary of the key findings from the 12-month Store Audit and 12-month Child Cohort studies. Please refer to the [full report](#) and [related FAQ](#) for more in-depth information.

## What did the researchers do?

### 12 Month Store Audit

In the [baseline study](#) published in 2018, researchers collected information on beverage prices at over 400 stores in Seattle and in South King County, a comparison area where there is no tax on sugary beverages. Stores included supermarkets, grocery stores, corner stores, drug stores, gas stations, coffee shops, and counter-service restaurants. The store locations were geographically balanced, meaning researchers made sure to audit stores throughout all parts of Seattle. To conduct the 12-month follow up survey, researchers revisited stores included in the baseline sample and re-surveyed the prices of items in each store.

Researchers then calculated the changes in beverage prices in Seattle above and beyond price changes for the same beverages in the comparison area. The comparison area (Federal Way, Kent, Auburn) is assumed to reflect the trend in price changes Seattle would have seen if the City had not passed the Sweetened Beverage Tax.



### 12 Month Child Cohort

As part of the baseline study published in 2018, researchers enrolled and collected information from low-income families living in Seattle and in South King County (the comparison area). Low-income families were the focus on this component because these families were more likely to be impacted by the SBT and tend to have higher sugary beverage consumption. Data was collected via surveys in multiple languages (English, Somali, Spanish, and Vietnamese), multiple platforms (online, in-person, phone) and from an ethnically and racially diverse sample. To conduct the 12-month follow up survey, researchers surveyed the same families so individual characteristics affecting beverage consumption and diet would remain constant.

Researchers then measured whether beverage consumption decreased among families living in Seattle from before the tax went into effect to 12 months later and whether these changes were similar to changes seen in lower-income comparison areas families over the one-year period.

## Key Findings

### 12-Month Store Audit: Did the price of taxed beverages increase?

- **On average, prices increased for nearly all types of taxed beverages.** The overall price increase was 1.55 cents per ounce, which represents 89% of the tax passed through to consumers. The

average price of all taxed beverages types increased significantly more in Seattle than the comparison area, with the exception of sweetened syrups added to coffee drinks, which did not increase in price. Soda had the lowest price pass-through of all beverage types, and bottled tea had the highest price pass-through. The amount of the tax passed through to the consumer ranged from 82% to 115% by beverage.

- **Prices increased significantly in most store types in Seattle.** Prices of taxed beverages increased more so in Seattle than in the comparison area, except in coffee shops and warehouses. The percentage of the tax passed through to the consumer on average was: 113% in quick service restaurants, 101% in grocery and drug stores, 86% in superstores and supermarkets, and 82% in small stores.
- **While prices in stores near the northern and southern borders of Seattle also increased, they were lower than elsewhere in the City.** Researchers examined prices of beverages in 35 stores that were within 1 mile of the southern and northern border of the City. On average, the pass-through rate was lower (64%) in stores close to the border than the citywide average pass-through rate (89%).

#### ***12-Month Child Cohort: Did the tax affect consumption and diet quality?***

- **Consumption of sugary drinks decreased among children in Seattle and in the comparison area.** Lower-income children in Seattle reduced their consumption of sugary beverages (-3.3 ounces per day). This reduction did not significantly differ from the reduction seen among children living in the comparison area (-3.9 ounces per day).
- **The percentage of lower-income children who are high consumers of sugary drinks decreased in Seattle and in the comparison area.** Among Seattle children, the decrease shifted from 33% to 20% consuming  $\geq 8$  ounces daily and 30% to 17% consuming 1+ time daily. These changes were not significantly different from the decreases among comparison area children, which shifted from 34% to 20% consuming  $\geq 8$  ounces daily and 29% to 14% consuming 1+ time daily.
- **Among lower-income parents, consumption of sugary drinks decreased both in Seattle and the comparison area.** Like their children, this change did not differ from comparison area parents' decrease in average consumption; the percentage of parents who were high consumers of taxed beverages also decreased in Seattle and the comparison area. The decrease did not differ between Seattle and the comparison area.
- **Of the various types of sugary beverages, lower-income Seattle children decreased their consumption of soda/pop the most.**

## What do the results mean?

### **12 Month Store Audit**

The findings overwhelmingly indicate that **the tax is being passed on to consumers**, which was expected. The findings did also indicate that smaller stores, and thus consumers that rely on those stores, experience higher prices than do consumers who shop at supermarkets. Moving forward, researchers will re-visit the stores 24 months after implementation of the tax to determine if the price changes are sustained over time and in different seasons.

### Discussion of Powell 2020 study

In 2020, researchers Lisa Powell and Julien Leider conducted a study to estimate the pass-through rate of Seattle's sweetened beverage tax using different data and methods than the Seattle-based evaluation team ([report available here](#)). Since the studies were similar with some varying results, the Seattle-based team included a summary and discussion of the Powell report in their student. Together, the studies provide complementary perspectives for a more comprehensive look at the impact of the tax in Seattle. Below is an explanation of some of the variation between the studies, and more information about the report is available on page 9 of [this FAQ](#).

- **Determining Pass-Through Rate: Differences in Data**

The UW research team looked at the impact of the tax on beverage prices and found that 6 months after tax implementation, sugary beverage prices rose. While the Powell study used information from check-out transactions based on UPC barcodes, the UW research team visited retailers and collected beverage price data based on shelf price (regular price and discounted prices) and included beverage taxes separately added at the register. The UW study included data from retailers across the city, with stores and restaurants of each type sampled in each city council district. To our knowledge, the Powell study included stores that automatically share check-out data with Nielsen and include these store types: supermarkets, grocery stores, mass merchandisers, and dollar and convenience stores. The UW study did not include dollar stores but did include warehouses and restaurants and likely includes more small and independently-owned stores as compared to the Powell study.

- **Impact on Cross-Border Shopping**

Both the Powell team and UW team looked at tax implications on cross-border shopping. The Powell study showed no change in volume of beverages sold across the border and concluded that no cross-border shopping occurred. The UW team looked at intention to shop across the city border in order to avoid the Sweetened Beverage Tax. Before the tax was implemented, the UW team interviewed 851 adults in Seattle about their intention to shop for beverages across the border and found that most (77%) adults did not intend to do so. The Seattle research team will repeat this survey at 24 months after tax implementation.



**12 Month Child Cohort**

The findings indicate that lower-income children and parents living in Seattle reduced their consumption of sugary beverages, which was expected. Unexpectedly, the findings also show lower-income children and parents living in the comparison area reduced their consumption of sugary drinks at relatively the same rate, even though they did not experience a price increase due to the SBT. Thus, researchers are not able to attribute the observed decrease in Seattle residents' consumption of sugary beverages to the tax. Researchers speculate the findings could be the result of general norms and trends in sugary beverage consumption, limitations in their measurement of beverage consumption, or other unknown factors affecting beverage consumption among lower-income families. Looking ahead, researchers will survey families 24 months after implementation and assess whether changes are sustained over time.

Discussion of Powell 2020 study

The Powell 2020 study also looked at the impact on consumer behavior. The Powell team measured change in consumer behavior using beverage volumes sold. The research team from Seattle Children's Research interviewed lower-income families to learn whether they changed their intake of beverages after the tax. Twelve months after tax implementation, the Seattle Children's Research team found that among lower-income families, self-reported consumption of sugary beverages fell in Seattle. The change was similar to the reduction found in the comparison area.

# **2020 Annual Report**

The Sweetened Beverage Tax Community Advisory Board

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