

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

MEETING SUMMARY	Date: Thursday – August 8, 2019
	Time: 9-11am (ended to 11:08am)
	Location: 2100 24 th Avenue South, Seattle, WA 98144
MEMBERS PRESENT:	Christina Wong, Paul Sherman, Tanika Thompson, Leika Suzumura, Lisa Chen, Jen Hey <i>By phone:</i> Dila Perera, Laura Flores Cantrell
MEMBERS ABSENT:	Jim Krieger <i>Seat 4 – Vacant since May 2019 (Community Representative)</i> <i>Seat 10 – Vacant since Dec 2018 (Early Learning Representative)</i>
CITY GUESTS:	Office of Sustainability & Environment: Bridget Igoe & Suzy Knutson Alma Villegas, Consultant

DECISIONS MADE	1. The CAB affirmed its support of CB 119551 – AN ORDINANCE related to creating a fund for Sweetened Beverage Tax revenues; adding a new Section 5.53.055 to the Seattle Municipal Code; and providing additional guidelines for expending proceeds.
	2. The CAB affirmed that the \$6.3 million in SBT revenue (that would be made available if CB 119551 passes) should be used in ways that are consistent with the intent of the ordinance – to expand or create new healthy food access and early childhood programs that align with the ordinance.
	3. The CAB decided it would develop new budget recommendations on the \$6.3 million anticipated to be newly available as a result of CB 119551.

FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Gather information identified by CAB (see page 3) to support development of new budget recommendations	B. Igoe	9/12/19
2	Identify a birth-to-three guest expert who can attend the Sept and/or Oct CAB meeting and provide input, as needed	D. Perera	9/12/19
3	Convene ad hoc workgroup to plan process and approach for developing new budget recommendations at Sept CAB meeting	B. Igoe	Before 9/12/19

Meeting Notes

Welcome, Introductions

Community Advisory Board (CAB) members, City staff, and public guests introduced themselves.

Public Comment

None.

CAB Updates

USDA published a proposed rule in the federal registrar that would cut SNAP for 3.1 million Americans and cause 500,000 kids to lose access to school meals. The rule proposes the effective elimination of “categorical eligibility”. It would allow states to raise gross income limit for those applying. Washington State has used categorical eligibility to its maximum effect, so our state is poised to be most impacted by the proposed rule: 38,000 households or around 67,000 Washingtonians individuals would lose their SNAP benefits. Additionally, around 17,000 school children would lose their eligibility for school meals. The deadline to submit comments is September 24. C. Wong will send out more information on this or visit <https://www.northwestharvest.org/what-you-can-do>

2018 Annual Report Update

The CAB’s 2018 annual report is ready and will be released online Wednesday 8/14. The co-chairs have prepared a media alert to use when disseminating the report to media contacts. The report will also be sent to the Mayor and City Council, community partners, and city staff. The report will be made available on the CAB webpage: <https://www.seattle.gov/sweetened-beverage-tax-community-advisory-board/about-the-tax-investments>

2020 Budget Process and updates on [CB 119551](#) – AN ORDINANCE related to creating a fund for Sweetened Beverage Tax revenues; adding a new Section 5.53.055 to the Seattle Municipal Code; and providing additional guidelines for expending proceeds.

C. Wong provided an update on CB 119551:

- This ordinance would create a separate fund to collect, track and distribute SBT revenue. It would also prohibit any supplantation (replacement) of existing general funds for healthy food access and early childhood programs. Since the ordinance would go into effect January 1, 2020, this bill would undo the supplanted funds that were included in the 2020 endorsed budget, effectively putting \$6.3 million of SBT revenue back on the table. This has major implications for the 2020 budget process.
- Council passed CB 119551 by a 7-1 vote. As expected, [the Mayor vetoed CB 119551](#) which returns the bill back to Council for another vote. While the 7-1 vote suggests this bill is veto-proof, the co-chairs have to come to understand that CMs Gonzalez and Sawant will not be at the next vote. CM Gonzalez will be phoning in her vote.
- At the first vote, CM Pacheco opposed the bill. For this second vote, the CAB and its community partners should call CM Pacheco to try to persuade him to change his mind. The CAB briefly discussed which organizations might be willing to call CM Pacheco in support CB 119551.

If CB 119551 passes, it would effectively put \$6.3 million of unallocated SBT back on the table. This has implications on the 2020 budget process and raises some decision points for the CAB.

****Using fist to five to test for agreement, the CAB:**

- 1. Affirmed its support of CB 119551 and affirmed its view that the \$6.3 million should be used in ways that are consistent with the intent of the ordinance.**
- 2. Decided it would develop new budget recommendations on the \$6.3 million anticipated to be newly available as a result of CB 119551.**

After some discussion of timing considerations, the CAB decided the new budget recommendations would be directed at Council.

The CAB turned its attention to how to most effectively and efficiently approach the development of a new round of budget recommendations. It briefly reviewed the frameworks it used for its 2019 and 2020 budget recommendations (see page 4) to test if it would make sense to leverage these when approaching new recommendations on the \$6.3 million.

Information the CAB would like to gather in advance of its Sept 12 meeting, in support of developing new budget recommendations on the \$6.3 million:

1. More robust cost estimates on water filling stations (i.e. need/demand in schools and community centers)
2. Budget information on food banks, specifically, baseline food bank funding (pre-SBT) and current food bank funding (excluding swaps)
3. Of the \$6.3M back on the table, what would the City consider as eligible/appropriate for one-time funding vs. ongoing funding?
4. Cost estimates for additional adds to the evaluation infrastructure and capacity building item recommended for one-time funding in the 2020 budget recommendations
5. Ideas for an efficient and effective processes for developing new budget recommendations in the space of the Sept 12 meeting
6. Would an expert from the birth-to-three field (e.g. Best Starts for Kids or United Way King County) attend the next CAB meeting to provide input, as needed? D. Perera will work on this item.

T. Thompson, P. Sherman, and L. Cantrell volunteered to participate in planning the process and approach for developing budget recommendations at the September 12 CAB meeting.

2019 Recommendations

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

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

2020 Recommendations

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

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

CAB Member Engagement and Participation

The purpose of this agenda item was to discuss how to improve CAB member engagement and participation by identifying potential challenges and facilitators.

C. Wong provided the following context:

- Attendance at CAB meetings is low. Several meetings have lacked quorum. Since the CAB's inception, one notable trend is that the Community Representatives are often unable to participate.

The CAB split into three small groups to discuss the following questions:

1. *What have been facilitators and challenges to your participation as a CAB member?*
2. *The CAB meets once month. When we discussed this at our December 2018 planning retreat, this schedule seemed reasonable. Is this schedule still reasonable?*
3. *How could meeting facilitation and CAB processes be improved? (Do you feel as though your input is valued? Why or why not?)*
4. *SBT has gotten pretty political. How does this impact your willingness to engage/participate, if at all?*
5. *The SBT ordinance specifies CAB members must serve without pay. If we could change this, would a small honorarium/stipend (e.g. \$3,000/year) paid to you or your organization improve your engagement and participation?*

Each group then reported out to the CAB a summary of its discussion.

Group #1:

- All seats should be filled so folks don't feel so solitary.
- Meeting at locations outside of downtown has been an improvement.
- Consider shortening meetings to 90 minutes, rather than two hours.
- Some voices are heard more than others and take up more space.
- Political aspect of the CAB can put members in an uncomfortable position and create difficult situations.
- CAB should push for making stipends allowable.

Group #2:

- In order to be more inclusive of the Community Representatives, we need to structurally "level of the playing field" in terms of time and resources. The folks who are able to show-up regularly are often tied to larger and/or more resourced organizations, or SBT is a primary focus for them.
- This CAB has a mere two seats explicitly reserved for Community Representatives. Recommend weighted voting that favors community input – this is how we can truly center the voices of those most impacted. Agenda items should not be moved if Community Representatives are not in the room.
- Regarding stipends – this is a nice sign of appreciation, but it wouldn't be a cure-all and doesn't change the CAB structure and processes [which hinder inclusive engagement].
- Having outside facilitation (i.e. not co-chair facilitation) is helpful when done well.

Group #3:

- Maybe the CAB needs to revisit the location and time of meetings.
- The political nature of the SBT adds a tremendous amount of work.

- Support the idea of stipends but would recommend they can be directed to the individual or to the organization, depending on where the time is coming from.

2020 Community Engagement Updates

Presenters: Bridget Igoe and Alma Villegas

B. Igoe and A. Villegas briefed the CAB on the community engagement project, including Interest Forms received from community-based organizations and community consultants and next steps. [See Appendix for the Request for Applications and Interest Form.]

Key updates:

- The request for letters of interest was distributed on July 24. The deadline for applicants to submit Interest Forms was August 5 but will be extended to August 9 to enable additional outreach to potential CBOs and community consultant that could fill some identified gaps.
- 13 Interest Forms have been received. In reviewing applicants' responses to expertise and experience with priority communities, potential gaps in reach are in the Black/AA, Native/Indigenous, Hispanic/Latinx communities and, in terms of geography, North Seattle. A. Villegas is conducting additional outreach for applicants who can reach these communities.
- T. Thompson, D. Perera, B. Igoe, and A. Villegas met on August 2 to discuss desired outreach goals and recruitment of CBOs and community consultants. They determined a realistic reach goal is probably 200-300 people, given the limited time and resources available to contract with partners to lead the activities.

A. Villegas will continue to attend CAB meetings to provide updates and gather input as this work progresses.

-END-

Appendix

Sweetened Beverage Tax Community Advisory Board A Request for Letters of Interest 2019 Community Engagement

Background Information

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

When the City created the SBT, it also established a [Sweetened Beverage Tax Community Advisory Board](#) (CAB). The role of the CAB is to develop [recommendations for the Mayor and City Council](#) on the programs and services to support with SBT revenue. Programs and services should:

1. Expand access to healthy and affordable food, close the food security gap, and promote healthy food choices ("*healthy food access programs and services*")
2. Improve the social, emotional, educational, physical, and mental health for children to prepare children for a strong and fair start in kindergarten ("*child health and development programs and services*")

All programs and services funded by SBT are intended to benefit those communities most impacted by health and education inequities.

Community Engagement Opportunity

Overview

The CAB is seeking to form partnerships with **organizations*** and **individual community*** to lead community engagement activities designed to gather input from Seattle residents from **priority communities*** who are traditionally excluded from the decision-making table. [Previous community engagement activities led by the CAB](#) have reached a majority historically white-led organizations or participants who are white. To diversify the input collected, the CAB is using this 2019 community engagement opportunity to prioritize organizations or individual community members who can lead outreach and engagement activities with the priority communities defined below. The purpose of this community engagement effort is to gather input on the healthy food access and child health and development programs and services to support with SBT revenue. This input would be used to help inform the CAB's future budget recommendations.

*For the purposes of this project, the following definitions apply:

- **Priority communities:** Low-income Asian and Pacific Islander, Black/African American, Native and Indigenous communities, Hispanic, Latinx, immigrants, refugees, and

communities with language barriers. Engagement activities must primarily reach Seattle residents from these communities.

- **Organization:** Includes non-profit organizations, faith-based organizations, Seattle neighborhood-based groups, and community groups (e.g. group(s) of people who share characteristics in common and are experiencing disparate health and well-being outcomes). Organizations must have experience leading inclusive, culturally relevant, and in-language outreach and engagement activities in the priority communities. See additional eligibility criteria below.
- **Individual community members:** Individuals who are from a priority community and who have experience leading inclusive, culturally relevant, and in-language outreach and engagement activities in their community. See additional eligibility criteria below.

Why are we looking for organizations and individual community members to lead engagement activities?

In order to best reach residents from the priority communities, the CAB is inviting organizations and individual community members to apply. We anticipate organizations are more likely to have experience and be equipped to lead engagement activities aimed at reaching *larger groups*, such as community events. However, not all residents are connected to an organization and some residents may experience barriers to participating in a community event held at a specific time and place. Therefore, in addition to organizations, the CAB is interested in partnering with individual community members who have demonstrated success reaching "harder to reach" populations. These individual community members can also include youth, seniors and persons with disabilities.

Anticipated contract period and activities

This will be a specific and time-limited body of work. The contract period is anticipated to be September 15 to December 31, 2019. Contract amounts will vary based on organizational and individual capacity and set outreach goals, to be determined in collaboration with the community engagement consultant (described below).

The expectation is that each contracted organization and/or individual community member will do the following by December 31, 2019:

- Attend one kick-off workshop, in the fall of 2019, to meet other selected organizations and community members, get more information on the goals of the project, and provide input on the guiding questions for community engagement.
- Participate in up to two (2) one-on-one meetings with the community engagement consultant (see below).

- Collaborate with the consultant to identify suitable community engagement activity/activities and commit to a mutually agreed upon goal of individuals to reach.
- Implement the community engagement activity/activities.
- Report on the results of the community engagement activity/activities.

Community Engagement Consultant

The CAB has hired Alma Villegas, a community engagement consultant, to help design the community engagement tools, provide individualized technical assistance to the contracted organizations and individual community members, and manage the overall effort. While the goal is to support contracted entities to lead engagement activities in ways they identify as most appropriate for their communities, Ms. Villegas's role is to ensure some baseline alignment and standardization across contracted entities so that their collective activities and community feedback can be reported back to the CAB in a consistent way.

Ms. Villegas will work collaboratively with each partner to ensure outreach and activities fit the needs and capacity of each organization and individual community members.

Example Community Engagement Activities

Example community engagement activities might include:

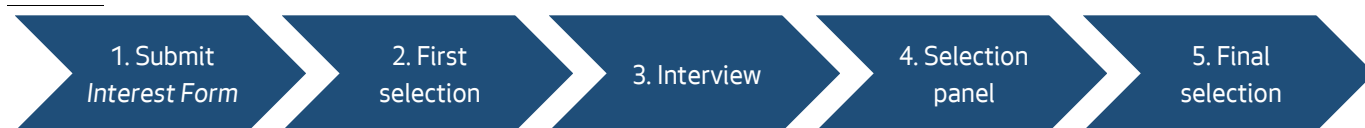
- Facilitated discussions, focus groups, or listening sessions.
- One-on-one conversations/interviews with individuals or stakeholders.
- Phone and/or in-person surveys.
- Other data collecting techniques and activities identified by the contracted entity and/or community member that are designed to fit the preferences of the focus community and the capacity of the organization and/or the community member.

Additional Eligibility Requirements

Applicant organizations and individual community members must meet the following eligibility requirements:

- ✓ Has a [W-9 form](#)
- ✓ If applicable, organizations must have a valid 501(c)(3) tax exempt status

Selection Process and Timeline



1.	August 9, 2019	Applicants submit <i>Interest Form</i> (see page 5 for details and instructions)
2.	August 15, 2019	Candidates will be invited to interview the week of August 19
3.	August 30, 2019	Final candidates notified of selection

Selection Criteria

- ✓ Experience and demonstrated track record for leading inclusive, culturally relevant, and in-language outreach and engagement activities in the priority communities.
- ✓ Capacity to lead an engagement activity and report on the results by December 31, 2019.
- ✓ Experience with topics related to food access and family support programs for child health and development is desired.

In addition to the selection criteria listed above, the CAB will aim to select a diverse cohort of organizations and individual community members who can reach a variety of priority populations and Seattle communities.

Contact for Questions

Bridget Igoe (CAB staff)

Bridget.igoe@seattle.gov

206-256-5334

Interest Form

If you are interested in being considered to lead a community engagement activity, please respond to the following questions. Responses are due by email to bridget.igoe@seattle.gov by **August 9, 2019**.

1. Are you applying as an organization or individual community member? Please check the appropriate boxes below.

Organization; specify type:

Nonprofit organization/501(c)(3)

Faith-based organization

Youth group

Neighborhood group

Other community group, please

describe _____

Individual Community Member

2. Name of organization or individual community member

3. Name(s) of who will be the primary leader(s) of the project

4. On a scale of 1-3 (with 1 being the lowest), please use the table below to rate your experience and expertise with leading outreach and engagement activities in the following communities.

Rating Scale Definitions:	
1	No experience working with this community
2	Some experience and proficient knowledge of working with this community, but might need additional support with outreach to maximize reach
3	Deep experience and expert knowledge of working with this community. You are a known, recognized, and trusted entity in this community and can organize, coordinate and lead culturally responsive, in-language outreach and engagement activities

*If you rate yourself a 2 or 3 in any row, please **briefly** include details about the community you have worked with, such as country of origin, ethnic, cultural or language group, Seattle neighborhood where your previous experience was based, etc.

For each of the following rows, enter an "X" to rate your experience and expertise with outreach and engagement work in this community	1 - No experience	2 - Some experience	3 - A lot of experience
Native and Indigenous Communities <i>If a 2 or 3, please provide additional detail*:</i>			
Asian and Pacific Islander Communities <i>If a 2 or 3, please provide additional detail*:</i>			
Black/African American Communities <i>If a 2 or 3, please provide additional detail*:</i>			

For each of the following rows, enter an "X" to rate your experience and expertise with outreach and engagement work in this community	1 - No experience	2 - Some experience	3 - A lot of experience
<p>Hispanic or Latinx Communities <i>If a 2 or 3, please provide additional detail*:</i></p>			
<p>Immigrants/Refugee Communities <i>If a 2 or 3, please provide additional detail*:</i></p>			
<p>Families with children ages 0-5 from the priority communities <i>If a 2 or 3, please provide additional detail*:</i></p>			
<p>Youth from the priority communities <i>If a 2 or 3, please provide additional detail*:</i></p>			
<p>Other (please specify): <hr/> <i>If a 2 or 3, please provide additional detail*:</i></p>			

5. Please use the following space to briefly describe your experience leading outreach and engagement activities. Include details like type of engagement activities you typically use, existing connections to community groups, and how many people you typically reach through these activities.

6. Check the box if you have experience leading outreach and engagement activities on the following topics. Note: Prior experience leading outreach and engagement activities on these topics is desired but not required.

- Food Access**

- Child health and development (children ages 0-5) and family support programs**

-THE END-