

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

MEETING SUMMARY	Date: June 5, 2020 Time: 9:00 AM – 12:00 PM Location: Virtual meeting
MEMBERS PRESENT:	Adrián Lopez-Romero, Barbara Baquero, Christina Wong, Dila Perera, Jen Moss, Laura Flores Cantrell, Paul Sherman, Rebecca Finkle, Tanika Thompson
MEMBERS ABSENT:	<i>Seat 1 – Vacant (Food Access Representative, Council appointment)</i> <i>Seat 4 – Vacant (Community Representative, Mayor appointment)</i>
GUESTS:	Office of Sustainability & Environment: Alyssa Patrick, Bridget Igoe, City Budget Office: Akshay Iyengar Human Services Department: Seán Walsh The Vida Agency: Priya Saxena
DECISIONS MADE	1. The CAB approved key features of the criteria it will recommend the city considers if additional budget cuts are needed.

Meeting Notes

The meeting was facilitated by CAB Co-Chairs T. Thompson and J. Moss, with staff facilitation from Bridget Igoe

Welcome and Introductions

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

Public Comment

Pah-tu Pitt, Environmental Justice Committee

P. Pitt spoke during public comment and provided her comments in writing:

Thank you for creating space to hear from the public and your community engagement efforts. Bodies such as this play an integral role for community-based advocacy and solutions.

My perspectives include multiple hats as I am a recent addition to the Environmental Justice Committee (EJC), facilitated community outreach, and more broadly am interested in Social Justice and Climate resiliency. As you are aware these issues are often magnified by societal pressures and the most recent public health crises. From what I understand, the increase in Fresh Bucks and outreach strategy makes a difference.

The EJC co-chairs met with the CAB co-chairs and had a great discussion about what each other does while pondering how we can complement each other's work. [The EJC] workplan includes better understanding access needs while emphasizing culturally relevant/healthy and multimodal access, lands. We are also interested in exploring potential for use of Electric Vehicles, community kitchens. We would like to see greater opportunities for composting, culturally relevant fresh foods, larger local foods business sector with an emphasis on BIPOC community. Creating more localized opportunities within

food systems has the potential to empower people in a way that they can address root causes of health disparities, with opportunities to heal soils, and address stormwater runoff, while increasing greenspace. Our group also identified the need to support and encourage environmental narratives where BIPOC community is centered, which aligns to early childhood experiences.

Pivoting to my community outreach experiences [collaborating on the [CAB's 2019 community engagement project – phase 2](#)], I got to meet with demographics from within the Indigenous communities. Oftentimes our experiences are less visible, yet we are usually among the most impacted. As I recall, we are among those most impacted by the sugary beverage tax. While it was a challenge to circle up during Native American history month, we were able to create space. People had a deep desire to connect with both teachings and connections to their traditional foods with respect to place. Several people expressed the desire to have programming that matched their background. People mentioned that sometimes not qualifying as low-income means working two jobs and being absent from the home. Additionally, people identified interest in solidarity and holistic services, including an understanding that not everyone impacted by the tax may reside in Seattle.

The seniors were especially interested in making food accessible to people who may have barriers to services, such as PTSD. They also mentioned that teaching youth is a high priority with the ability to create spaces that they feel safe in and that encompass differences. While some participants were locally based, others often travel far for culturally relevant activities, such as to the Chief Seattle Club and Daybreak Star.

In the Early Learning group, people mentioned similar experiences. Some of the discussion revolved around how program approaches might reflect grant guidelines or best practices, and not lift up the desires or expertise within the groups. Additionally, there is often bias or racism baked into approaches, which is disempowering. Also, health issues can be framed in ways that shame people rather than provide the tools or access to make the changes they might be interested in. The group described how from prenatal assumptions, to birthing, to school, there's often someone questioning their parenting and wanting to intervene. At the same time, resources that support who they are along with their youth is a challenge. People talked about how there are things that they would like to see, but oftentimes efforts are difficult to robustly resource. Without consistent support it can be hard to build out programming.

Out of respect for the groups that I've been fortunate to hear and be inspired by, I wanted to bring forward some of the words that were said. I understand that we are living through a difficult time and that Covid-19 highlighted that some of our communities were already in crisis. I would like to encourage you to promote funding for programs that center our communities that need it most. Also, with my EJC hat on, I look forward to continuing our relationship and finding ways that we can support each other's efforts.

*Sincerely,
Pah-tu Pitt
Confederated Tribes of Warm Springs Citizen*

Co-Chair Update

J. Moss and T. Thompson, CAB co-chairs, were interviewed by the American Heart Association for an article about the use of SBT dollars to support the emergency grocery voucher program.

SBT Budget Update

Presented by Akshay Iyengar, City Budget Office

A. Iyengar provided an update on the projected SBT revenues (see table below), emphasizing that the projected budget shortfall is sharply reduced due to the removal of one-time funds from the Department of Education and Early Learning (DEEL) baseline 2021 budget.

The CAB is encouraged to review ongoing budget items to discuss where adjustments are recommended versus what programs/activities should be maintained at existing levels or expanded.

The CAB is also encouraged to review the one-time investments that were cut and recommend how to prioritize these should collected revenues come in higher than these estimates.

Sweetened Beverage Tax Financial Plan – Revised 5/27/20	2020 Revised	2021 Projected	2022 Projected
2019 Ending Balance (Actuals)	17,009,849		
Encumbrances + Carryforwards	7,311,156		
Department of Education and Early Learning	6,696,171		
Office of Sustainability and Environment	614,985		
Beginning Balance	9,698,693		
<i>Revenue (Adopted 2020)</i>	<i>24,329,000</i>	<i>24,451,000</i>	<i>24,696,000</i>
Revenue Revised (Baseline)	16,876,250	21,514,583	23,969,505
Revenue Revised (Downside)	15,366,875	20,771,875	23,969,505
Expenditures	28,030,707	21,137,269	21,137,269
Department of Education and Early Learning	9,239,793	6,697,577	6,697,577
Department of Parks and Recreation	187,281	300,000	300,000
Human Services Department	5,884,713	5,149,713	5,149,713
Office of City Auditor	500,000	500,000	500,000
Office of Sustainability and Environment	11,718,919	5,953,919	5,953,919
Department of Neighborhoods	-	2,536,060	2,536,060
Worker Retraining	500,000	-	-
Ending Balance (Baseline)	(1,455,764)	\$377,314	\$2,832,236
Ending Balance (Downside)	(2,965,139)	(\$365,394)	\$2,832,236

Note: The SBT enabling statute calls for a reserve fund of up to \$2 million. Ending balances up to \$2 million will be allotted to this reserve.

2021 Budget Recommendations

Facilitated by CAB staff liaison, Bridget Igoe

B. Igoe facilitated this portion of the meeting so that CAB co-chairs could fully participate in the discussion and decision-making. She briefly reviewed outcomes from the [May CAB meeting](#) and a process proposed by co-chairs for continuing the discussion:

1. Review, discuss, and approve key features of the criteria the CAB recommends if the city must make additional cuts in 2021 [[Step 1 Notes](#)]
2. Discuss and approve how the CAB will use the list of programs, ranked in order of priority, to shape budget recommendations.
3. Vet the list of programs ranked in order of priority against the CAB's values, budget principles, the criteria for cuts (step 1), and the community engagement findings.
4. Approve prioritized lists and apply the thinking in step 2 to identify potential budget cuts, if needed.
5. Review, discuss and approve recommendations for 2020 one-time programs that are cut or on hold

There was a question regarding the one-time funds cut from DEEL's 2021 baseline budget. A. Iyengar did not have specifics but clarified that a one-time cut refers to funding for a program that was not set to renew. *Later in the meeting, Cameron Clark from DEEL indicated the removal of one-time funds from DEEL's baseline budget refers to time-limited funding for the Seattle Promise scholarship and funding for capital projects to construct or enhance classroom facilities for use by the Seattle Preschool Program. These were investments named in the ordinance as eligible one-time expenditures during the first five years of SBT revenue collection (see [SMC 5.53.055 – Sweetened beverage tax—Allocation of proceeds](#) for details).*

Step 1: Discuss criteria for cuts

The CAB resumed a discussion started at the May meeting related to the criteria it would recommend to the city if additional cuts are needed in 2020 or 2021. The CAB reviewed and discussed the criteria themes developed in May. [Notes in blue text below are key discussion points from the June meeting.](#)

****CAB Decision Point****

The CAB approved the criteria for cuts (see below). These notes will be used as the basis for drafting final criteria the CAB recommends to the city if additional budget cuts are needed.

Theme 1: Priority Populations

- How well does the program address an identified community need?
- Prioritize POC community-based organizations
- Highest level of funding available to priority populations and most vulnerable
- Prioritize investments that are helping communities of color meet essential needs for food and child care

- What organizations are benefiting from the program? Prioritize keeping programs that are POC led and directed as well as serving POC directly
- Protect investments that help people access low-barrier services (e.g. food banks and meal programs don't require identifying/personal information; Fresh Bucks helps people buy food even if they aren't enrolled in SNAP; in other words, protect food gap services)

Theme 2: Consider Current (COVID) Context

- Where are other funds available to compensate for loss?
- Any new COVID-specific resources that become available
- Feasibility of the recommendation in light of COVID-19 – for instance, if they were looking at the expansion of the fruit and vegetable snacks, take into consideration school closures and school capacity to store, prepare, and distribute fresh foods
- Protect investments that not only connect with essential needs but generate economic activity—like Fresh Bucks since that's money spend and input into our system

Theme 3: Maximize Direct Support; Minimize Overhead

There was a question about whether the highlighted points below were redundant or how they are different. The response is that these two points are complementary.

- Prioritize strategies that provide direct funds in grants
- Preserve direct support over indirect, in the next year
- Prioritize areas with less admin costs—funding into existing programs
- Little to no cuts to programs providing direct food services to community
- What is the actual amount that goes into the community?
- Consider ratio of direct impact to admin costs
- Be efficient – leverage existing infrastructure and systems [not a sticky note but verbally shared] This point came about from a conversation about the need to consider what organizations and systems are already doing aligned work (e.g. schools that are already delivering food and providing transportation).
- Prioritize expanding existing programs vs. creating new This point is about not starting new programs or initiatives during a time of constrained resources.

Theme 4: CAB Alignment Agreement → Consider folding this theme in a context setting statement or Theme 6

- Do our research on programs before making dramatic cuts
- Ensure that everyone is in agreement
- Use an equity lens in our decision making

Theme 5: Prevention-oriented

- How does the program support prevention?
- How the decision will positively or negatively affect a population?

Re-frame Theme #5:

- “Balance” prevention with immediate need
- Another way to word this: “upstream” investments balanced with **urgent and “downstream” needs**
- Upstream is an equity approach in terms of impact.

Theme 6: General Reminders to City → This theme feels very important, especially to provide as context. It could be standalone theme/criteria or general context to include at the top.

- SBT funds are a protected revenue source for expansion of new programming in food access and early education with a focus on birth-to-three—not meant to supplant existing funding for ongoing programming
- Follow the CAB’s [budget principles](#)

Step 2: Discuss how the program prioritization will be used to shape the CAB’s budget recommendations

The CAB reviewed a proposed approach for how the program prioritization exercise from the May meeting could be used to shape the CAB’s budget recommendations.

After some discussion to clarify the proposed approach and how the programs would be ranked, the CAB agreed to proceed with testing the following approach:

1. Rank programs in order of priority
2. Discuss where to “draw the line” as to which programs should not get any cuts and which should be considered for cuts, if needed

Step 3: If cuts are needed in 2021, what are the CAB’s priorities when considering programs currently funded by SBT

The CAB reviewed and discussed results from the program prioritization exercise done at the May meeting. [Notes in blue text below are key discussion points from the June meeting.](#)

Early Learning and Child Development Programs (in order of priority)

1. **[NEW]** Grants for community-led programming, to include **[NEW]** Resource support for parents (culturally and linguistically specific)
2. Support for children with developmental delays
3. Financial assistance for childcare (CCAP expansion)
4. Support for Family Child Care (FCC) providers
5. Birth-to-three provider coaching and training

[The was general agreement with the priority ranking of these programs. Grants for community-led programming is the top priority because the CAB has been asking for this and resource inputs are needed.](#)

[RE: Support for FCC providers \(#4\)](#)

- We understand there are impacts to FCC programming and some programming is on hold.
- There is federal/state assistance going to childcare providers via the Child Care Block Grant.
- Current supports offered through this investment may not be the right kind of support needed in 2021 (given COVID)
- Could this investment pivot to offer supports needed to help FCCs stay open and stay open safely? This is what is most needed right now. For example, FCC funding should support providers to modify their programs to remain open, purchase cleaning supplies, access CCAP funds, and plan for long term impacts of COVID.

RE: Grants for community-led programming, to include culturally and linguistically specific resource support for parents (#1)

- These grants do not exist yet. Is this a tension point given the SBT budget outlook for 2021 (i.e. not a lot of extra revenue or even a budget shortfall)?
 - Not necessarily. This is an equity-driven investment and the recommendation is not new. The CAB recommended grants for community-led programming last year (see [2020 recommendations, page 8](#)) and the city was not responsive
 - There is an opportunity to reverse longstanding racial disparities. We must recognize that underfunding people of color-led work has deep consequences not only for communities of color but for the rights of all people. There is a wonderful opportunity to follow the lead of many women of color-led organizations.
- CAB would want an opportunity to collaborate and provide input on the grantmaking process and strategies to be funded. Include this in the recommendations.
- Existing early learning investments could be met through grants to community-led, community-based organizations
 - Given the budget situation, is the implication that CAB would recommend re-directing existing early learning investments into grants? And, if so, are we saying *all* investments, *most* investments, etc.?
- By keeping this as our #1 priority, it reminds the city this is important and if there are unspent/unprogrammed funds, additional funds should be invested in grants for community organizations

RE: Financial assistance for childcare (CCAP expansion) (#3)

- Try not to cut funds for CCAP expansion, but do not add funds either. Financial assistance is a good investment to better support our families and communities. However, this type of assistance does not create any type of relationship with the family and it is not centered in POC.
- Rates need to be enough to reimburse providers to have a living wage. Is this a feasible recommendation? *[Post meeting follow-up: Perhaps not. While DEEL does set the rate for subsidies above and beyond the state subsidy, it can be hard to influence actual wages through childcare subsidies. Many providers may have only 2-3 kids in their care who are paying through subsidies, meaning subsidies would only comprise 10-15% of revenue.]*

Food Access Programs (in order of priority)

1. Fresh Bucks
2. Meal programs and home delivery for older adults and others
3. Food banks and systems support
4. Food Access Opportunity Fund
5. Healthy food in childcare
6. Healthy Food Fund (grants for community-led programming)
7. Healthy food in schools
8. After school and summer meals
9. Recreational programming
10. Counter-marketing/public awareness

General Programs/Activities (in order of priority)

1. **[NEW]** Program evaluation
2. Culturally relevant, in-language outreach re: available programs

Re: Program evaluation (#1)

- An investment in more program evaluation is a response to feedback collected at the CAB's phase 1 community engagement events.
- Currently, HSD has evaluation capacity building support for the Food Access Opportunity Fund.

Re: Culturally relevant, in-language outreach re: available programs (#2)

- This is another top community engagement finding. This maybe isn't a funding "ask", but a reinforcement of how important this is across all the city programs.

The CAB ran out of time while reviewing the food access and general programs. It decided to schedule a follow-up meeting to continue the conversation.

Counter-marketing and Public Awareness Campaign Update

Presented by Priya Saxena from The Vida Agency

The following updates were shared:

- The CAB has until 5 p.m. today (June 5) to provide any comments on the draft campaign concepts.
- At the youth feedback sessions (workshop and a question poll), the youth preferred *Be ready. Be hydrated.* to *Hey beautiful people, drink water!* The youth shared that *Be ready. Be hydrated.* seemed like it would really resonate with people in this new COVID world and they liked that it was quick, punchy, simple, and motivational.
- *Tap In* is no longer being considered due to issues translating this pun into Spanish.
- TVA is on track to finalize the campaign concept by June 30 and will launch the campaign in July.

TVA plans to work with different departments to promote the campaign. T. Thompson said she know a couple of CBOs that may be relevant promotion partners and will follow-up with P. Saxena. R. Finkle

suggested partnering with Seattle Public Utilities since this campaign would promote Seattle's great tap water.

TVA will present the final campaign concepts to the CAB before June 30. The CAB decided it would prefer to have a virtual presentation as well as a short write-up for those who could not attend the presentation.

The meeting adjourned at 12:00 pm.

-END-