

## Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

<b>MEETING SUMMARY</b>	<p><b>Date:</b> April 16, 2021</p> <p><b>Time:</b> 9:00am – 11:00am</p> <p><b>Location:</b> Virtual meeting</p>
<b>MEMBERS PRESENT:</b>	Barbara Baquero, Christina Wong, Dan Torres, Jaimée Marsh, Jen Hey (Moss), Munira Mohamed, Rebecca Finkle, Tanika Thompson
<b>MEMBERS ABSENT:</b>	Laura Flores Cantrell, Paul Sherman
<b>GUESTS:</b>	Office of Sustainability & Environment: Bridget Igoe, Hannah Hill, and Suzy Knutson Department of Education and Early Learning: Tiffany Lee and Cameron Clark City Budget Office: Akshay Iyengar Human Services Department: Sean Walsh Department of Neighborhoods: Daniel Simms

<b>DECISIONS MADE</b>	CAB members approved the revised Request for Proposals (RFP) Recommendations. RFP Recommendations will be submitted to the Mayor, City Council, and Department Directors.
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### Meeting Notes

Tanika Thompson and Jen Moss, Co-Chairs, facilitated the meeting

#### Welcome and Introductions

- CAB members introduced themselves.
- City staff and guests from the public introduced themselves.
- CAB reviewed and approved agenda.

#### Updates from the CAB Co-Chairs

*Facilitated by Tanika Thompson*

- The Mayor and Council Member Mosqueda have approved the proposed open-call recruitment process for new CAB members. The CAB reviewed and provided input on the process at the February meeting.
- With this approval, H. Hill (CAB staff) will begin implementing this process and develop the timeline, recruitment materials, and outreach process. Information regarding new member recruitment will be shared at the May CAB meeting.

#### CAB Business

*Facilitated by Co-Chair Jen Moss*

- The City recently established two grant programs to support community-based organizations – the Healthy Food Fund, the Prenatal to Three Grant Program.
- Recognizing grant application processes can advance or hinder equity, the CAB will continue to provide input to the City on how the grant programs are designed.

- In January 2021, the CAB revisited and edited their [2018 RFP Recommendations](#) to ensure they were in alignment with their core values. A subgroup comprised of Tanika, Paul, and Rebecca, and Jen met in March to continue this work.
- J. Moss proposed the CAB review the final draft of the revised [2021 RFP Recommendations](#), and if members felt comfortable, approve the recommendations. J. Moss shared that the final draft was informed by research on racial-justice oriented grantmaking, the CAB’s 2018 RFP recommendations, and the CAB’s knowledge and experience as funders and/or applicants to grant programs.
- She also highlighted that the revised recommendations were aligned with the original recommendations and that modifications simply amplify and strengthen racial equity.
- H. Hill (CAB staff) noted there were three types of edits: (1) simple reorganization of the content, (2) slight, but meaningful language changes to make the recommendations more open and responsive to the needs of smaller organizations and priority communities, and (3) incorporation of best practices identified through research. Hannah reviewed all revisions.

#### Q&A

- **Looking at the definition of internal equity in the selection criteria, would a large organization that does not have diverse leadership, but does have a diverse staff and leads great community-based work be successful?**
  - The RFP recommendations make clear the funding is intended for community-based organizations that are led by and serving priority communities.
- **The “place-based focus areas” foundational principle focuses on where communities of color live, but should it focus on specific geographical areas where there is critical mass and where you see the most environmental impacts?**
  - The CAB has identified specific demographics and geographic areas in other materials but did not reference it specifically here. This document is intended to provide general guidance to City departments for any type of grant program.
  - The City also uses a Race and Social Justice Index to hone in on geographic areas where there are greater environmental and racial disparities.
  - Adding more specificity to the CAB’s foundational principles is something the CAB can consider in the future.
- **How will the CAB monitor how the recommendations used and implemented? The recommendations are broad and open to interpretation? What types of metrics will be used?**
  - The Human Services Department (HSD) regularly releases RFPs that ask if community is represented in the organization. The CAB could recommend specific language in the RFP that 51% of the organizational leadership of applicant organizations reflects the population served or something broader that the staff and board must reflect the community and mission.
  - CAB members will have opportunities to weigh on the RFP process and the application materials. Members of the Healthy Food Fund and Prenatal-to-Three subgroups are encouraged to provide these types of recommendations to City departments as the City develops the RFPs.

#### Decision Point:

- The CAB approved by consensus the revised RFP recommendations

## SBT Budget & Revenue Update

Presented by Akshay Iyengar, City Budget Office (CBO) analyst

### Key Points

- A. Iyengar provided an update on projected SBT revenues (see table below), emphasizing there was still some uncertainty about the economic impact of the COVID-19 crisis. Budget numbers could shift.
- In 2022, CBO projects an ending balance of \$3 million. With the reserves, the CAB is looking at budget shortfall of roughly \$650,000. The projected budget numbers include reductions to Department of Neighborhoods budget in 2020 where \$1.5 million was transferred from the Healthy Food Fund to the Department of Education and Early Learning's Prenatal-to-Three Grant Program for one year.
- A. Iyengar stressed that there is still economic uncertainty related to success of vaccination efforts. He also highlighted this is the last year of the Mayor's term. Due to both factors, CBO recommends a continuation budget – no massive increases in program budgets and no new programs and initiatives.

	2022	2023	2024
	Projected	Projected	Projected
Beginning Fund Balance	2,428,413	3,638,188	6,652,883
Sweetened Beverage Tax Revenue	21,812,000	23,969,505	24,329,048
Source of Funds Total	24,240,413	27,607,693	30,981,931
<b>Expenditures</b>	(20,602,225)	(20,954,810)	(21,314,448)
Office of City Auditor	-	-	-
Office of Sustainability & Environment	(6,048,411)	(6,169,379)	(6,292,767)
Department of Education and Early Learning	(6,434,384)	(6,563,072)	(6,694,334)
Human Services Department	(4,837,909)	(4,934,667)	(5,033,360)
Department of Parks and Recreation	(308,582)	(314,753)	(321,048)
Department of Neighborhoods	(1,472,939)	(1,472,939)	(1,472,939)
Finance General (Worker Retraining)			
<b>Ending Fund Balance</b>	3,638,188	6,652,883	9,667,483
<b>Reserve Requirements</b>			
Worker Retraining Requirement	(1,500,000)	(1,500,000)	(1,500,000)
Revenue Stabilization Reserve	(2,000,000)	(2,000,000)	(2,000,000)
Total Reserves	(4,287,000)	(4,287,000)	(4,287,000)
<b>Ending Balance minus Reserves</b>	(648,812)	2,365,883	5,380,483

\* Projections as of April 16, 2021

### Q&A

- **When making recommendations for 2022, which direction do you think the projected revenue would go?**
  - Updated numbers will be available in June, but generally CBO is feeling optimistic.

- **Regarding the reserve requirements, does the City required to set aside these reserves?**
  - The reserves are mostly discretionary. The ordinance calls for a reserve of up to \$2 million. In a typical budget year, CBO would advise the full amount be set aside. The ordinance requires a \$1.5 million reserve for labor and worker re-retraining. Given that there is \$2 million in the reserve there has been discussion about applying the worker retraining reserve to other efforts.

## 2020 SBT Program Highlights

*Presentations from SBT-funded Departments*

### *Office of Sustainability & Environment Program Highlights*

*Presented by Bridget Igoe, Office of Sustainability & Environment*

#### **Emergency Grocery Vouchers (EGV) – one-time funding**

- \$5 million from Sweetened Beverage Tax supported the launch of the EGV. The program supported 6,200 families with grocery assistance, 83 percent of whom were families of color. EGV was praised for being responsive to community priorities and received positive feedback from the community.
- OSE ran the program for 13 months, providing families with \$25.4 million in direct assistance using funding from several different sources.

#### **Fresh Bucks – ongoing funding**

- The cost of food is a primary barrier to purchasing nourishing foods. Fresh Bucks helps residents purchase fruits and vegetables at retailers in the City of Seattle.
- One component of the program is Fresh Bucks Market Match where SNAP (formerly known as food stamps) recipients earn Fresh Bucks dollars at Seattle farmers markets, Seattle Safeway stores, and select neighborhood grocers in the city.
- Another component is Fresh Bucks Vouchers, which are offered through enrollment navigators that provide vouchers to use like cash to purchase produce at the same retailers.
- In 2020, the City served over 12,000 households with just over \$3 million in Fresh Bucks benefits; 70 percent of households were from CAB community priorities (BIPOC, immigrant and refugee communities).
- OSE is transitioning the program from a paper voucher to an e-benefit for card or app use. This change will reduce the stigma of using a benefit program and make it easier for customers and retailers to process transactions.
- OSE is also expanding its retailer network. In 2021, they will add 3 new, large grocers and 8 new, small retailers. OSE is prioritizing retailers in priority neighborhoods and those that offer culturally relevant foods. Additionally, they are expanding retailer support for tech assistance, marketing equipment, etc.

#### **Healthy food in schools – ongoing funding**

- Healthy food in schools funds snack programming at Seattle Public Schools to increase the amount and variety of fruits and vegetables students are exposed to and consume.
- Since 2018, elementary students at qualifying schools receive fruit and vegetable snacks during the school day. Snacks are provided 4-5 days a week in 18 schools that have high free and reduced meal rates.

- The program pivoted in 2020 due to COVID. Throughout most of 2020 (and currently), the program provides households with a 2lb bag of produce as a supplement at all 41 meal sites and the home delivery program.
- OSE will explore resuming the snack program with high schools at the pilot high school, Chief Sealth, and is working to increase procurement from local and BIPOC producers.

**Water bottle Filling Stations** – one-time funding

- Funding used to purchase 35 stations and install 20 hydration stations at Seattle Public Schools.
- The stations increase water consumption, reduce sugary beverage consumption, reduce plastic bottle waste, and increase water quality in the schools.
- SBT funds will covers installation of 20 stations. The last 8 stations will be installed this year.
- SPS will cover the installation costs for 15 of the stations
- OSE will work on promotional activities with FEEST and other partners in the 2021-2022 school year.

**Q&A:**

- **Regarding the EGV, will this program or something similar continue?**
  - The Mayor and CBO are working with decision makers to identify local investment priorities and review what and who is eligible for federal COVID relief funding (American Rescue Plan). The City knows there is continued need for grocery support and is taking it into consideration. Investments being considered are across a wide range of support including and beyond food.
- **When will the Fresh Bucks e-benefit be available?**
  - Likely, Q3 2021

*Human Services Department (HSD)*

*Presented by Sean Walsh, Human Services Department*

The Human Services Department funds equitable access to meal programs, food banks, and preschool programs, including services such as transportation and bulk food distribution. These services are funded through the Sweetened Beverage Tax and the City’s General Fund. S. Walsh described how HSD’s SBT-funded programs and services align with the CAB’s [Foundational Principles](#).

Priority Populations.

- HSD programs and services are intended to support low-income residents and focus on serving BIPOC communities; 80 percent of senior meal program participants are people of color. Examples include: ROOTS Young Adult Shelter, Byrd Barr Place, El Centro de la Raza.

Place Based.

- Food and meal programs are considered essential services. These programs had to rethink protocols, delivery, access, etc with the onset of the pandemic at a time when they had fewer volunteers and new challenges related to fundraising.
- HSD’s investments target particular neighborhoods for groceries and prepared meals (home delivery component included). Examples include: Rainier Valley Food Bank, West Seattle Food Bank, University District Food Bank, Community Lunch on Capitol Hill.

Community Driven.

- In 2019-2020, the Food Access Opportunity Fund funded 18 community-based organizations that are led by and serving priority communities.
- HSD maximized funding by partnering with the Seattle Foundation to fund a portion of their Neighbor to Neighbor (N2N) program. N2N is a grant and technical assistance program supporting grassroots efforts that increase engagement, and the power and influence of community members affected by poverty and racial disparities.

#### Culturally Responsive

- HSD is continuing to work to make programming and contracting more culturally responsive. For instance, HSD worked with the East African Community and local food banks and identify opportunities to increase and ensure availability of culturally appropriate foods. NW Harvest is hearing similar feedback regarding the need for culturally appropriate foods and will work to increase options.

#### Balancing Prevention and Intervention

- The VIDA Agency developed [Be Ready Be Hydrated campaign](#) to communicate the health impacts of sugar-sweetened beverages on the community and encourage consumption of water. This community-led campaign included a specific focus on youth.
- As the City moves out of a state of emergency and into recovery, HSD will be do more work to increase food system resilience.

#### Q&A

- **Is counter-marketing campaign ongoing?**
  - The contract is over, but HSD is discussing opportunities to sustain some of the campaign into 2021. COVID affected messaging in schools and community centers so they are working on some new ideas. The website is available through the end of year. The Vida Agency may be able to keep the website available and continue amplifying the message.
  - OSE will also leverage some of the VIDA Agency's campaign messaging this fall to promote water bottle filling stations in schools.

#### *Department of Neighborhoods*

*Presented by Daniel Simms, Department of Neighborhoods*

J. Moss clarified the 2020 SBT Annual Report does not highlight any of the Department of Neighborhoods (DON) SBT-funded work because it did not begin until 2021. However, DON will discuss the Health Food Fund today since it is relevant to the CAB's budget recommendations.

- Management of the Food Access & Opportunity Fund and City investments in the Community Food Fund and Seattle's Neighbor-to-Neighbor Fund shifted from HSD to DON in 2021.
- The Department of Neighborhoods extended grant awards for all three funding opportunities 2021 to provide ongoing funding to community-based organizations to do food access and food insecurity work.
- DON is focused on developing the Healthy Food Fund and plans to release an RFP in the Fall of 2021. DON is looking forward to partnering with the CAB Healthy Food Fund subgroup members on the development of the Fund.

#### *Department of Education & Early Learning*

*Presented by Tiffany Lee and Cameron Clark, Department of Education & Early Learning*

**ParentChild+ Program:** The Sweetened Beverage Tax provides an opportunity to fund and implement programs and services focused on infants and children birth to age three. The work aligns with DEEL's other investments and is different from preschool in that SBT resources support the whole child and whole family and not just formal environments like pre-school.

**Childcare Assistance Program (CCAP):** CCAP provides subsidies for license childcare to working families in Seattle. SBT funding expands the number of vouchers distributed and the number of providers participating in CCAP. In 2020, congregate care was way down due to COVID. As such, DEEL focused on creating a stable revenue stream for providers by adjusting the reimbursement model - basing it off enrollment numbers instead of attendance numbers - by covering family copayment amounts from October – December 2020, and by providing PPE supplies.

**Child Care Health Program:** Sweetened Beverage Tax funding supports the expansion of multi-disciplinary consultation services for childcare providers who accept the Child Care Assistance Program subsidies. A team of 3 mental health consultants, 2 community health professionals, one registered dietician, and 7 public health nurses visit and support providers with infant and toddler classrooms covering topics like health promotion and disease prevention, mental and behavioral health, child development and learning, nutrition etc. Half of the public nurses were pulled into the County's emergency COVID response. Despite being short-staffed, the multidisciplinary team did incredible work. They provided health guidance and safety training to ensure low COVID transmissions. Nurses hosted weekly webinars around interpreting and translating COVID guidance. Additional consultation was given to providers and community members when children or staff tested positive.

**Developmental Bridge Program:** The Bridge program provides developmental services for infants and toddlers and their families who fall in the eligibility gap. Families that fall in the eligibility gap are those that have a child with a mild developmental delay or a parent with a developmental delay or those that received developmental supports as infants and toddlers and are transitioning to Individuals with Disabilities Act Part B services, which support children between the ages of 3-21. Due to COVID, many families were left without support and the program saw a surge in demand. In 2020, enrollment increased by 250 percent.

**Birth-to-Three Coaching and Training:** Relatively few investments are focused on improving the quality of infant and toddler care. SBT resources provide a dedicated, sustained source of funding to enhance quality of the City's licensed infant and toddler environments. Due to COVID, the program developed and distributed home-based learning kits for families who had to quarantine due to exposure, while continuing to provide professional learning supports to providers.

**Family Child Care Support (FCC):** FCC is childcare that is licensed within a residential home and does not serve more than 12 children. It is an integral component of the local early learning system because they provide care during non-traditional hours and are located in a families' own communities. They are largely supported and managed by women of color and immigrants who are at higher risk of hospitalization and death from COVID. The program employs community-based specialists that speak the language of providers. Due to COVID the work pivoted focusing less on the quality of programming and more on helping providers stay afloat. Providers suffered income losses as enrollment numbers dropped. Community-based specialists helped providers apply for PPE loans as well as CARES Act funding. They also provided PPE for open childcare providers (bleach and hand-sanitizer).

## 2022 Budget Recommendations

*Facilitated by Jen Moss & Tanika Thompson Bird*

- CAB Co-chairs, Jen and Tanika, reviewed the CAB's updated Approach to Developing 2022 Budget Recommendations, a 6-step process, and provided guidance to prepare for the May meeting.
  1. Obtain shared understanding of financial/budget/programmatic landscape
  2. Refresh CAB's understanding of current community priorities through the following types of activities:
  3. Revisit CAB's existing budget principles (see page 2) while considering:
  4. Review 2021/22 SBT financial plan (anticipated spending on programs and services) to identify potential gaps, opportunities
  5. Develop budget priorities for several possible scenarios:
    - Funding is "flat" - no cuts needed, but no extra money to expand programs/services or create new ones
    - Small "surplus" - there is funding that could be used to expand programs/services or create new ones
    - Small "deficit" - SBT revenue falls short and there is a need to make cuts
  6. Obtain and incorporate feedback on draft budget priorities provided by the Environmental Justice Commission (EJC)
    - Following the May meeting, CAB members have been invited to share its draft budget priorities with the EJC. This year, the EJC is focused on food justice and will be developing food justice principles.
- As part of Step 2, the Strategic Communications and Stakeholder Engagement subgroup will thoroughly review the community engagement reports the SBT staff liaison will circulate next week. The subgroup will synthesize key takeaways to present back to the group in May.
- Co-chairs also flagged the inclusion of Step 6. In late May or early June, co-chairs will share the CAB's high-level 2022 budget priorities with the City's Environmental Justice Committee (EJC). The EJC is developing food justice principles this year and is interested in learning more about the CAB's work.
- Co-chairs flagged the meeting with the EJC will be a great way to obtain input from folks who are steeped in this issue and represent the communities we are trying to serve, especially in light of the fact the CAB is unable to lead its own community engagement activities this year due to budget constraints.
- CAB members shared they were supportive of the revised approach.
- CAB members also agreed to extend the May meeting to give the CAB time to develop its budget recommendations.