

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

MEETING SUMMARY	Date: Thursday, September 12, 2019 Time: 9-11am Location: 2100 24 th Avenue South, Seattle, WA 98144
MEMBERS PRESENT:	Christina Wong, Paul Sherman, Tanika Thompson, Leika Suzumura, Lisa Chen, Jen Moss (Hey), Jim Krieger
MEMBERS ABSENT:	Dila Perera, Laura Flores Cantrell <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 (OSE): Bridget Igoe & Suzy Knutson Department of Education and Early Learning (DEEL): Austin Miller & Cameron Clark Human Services Department (HSD): Amaury Avalos Alma Villegas, Community Engagement Consultant

DECISIONS MADE	N/A
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FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Provide input on interview questions and rating rubric for the public awareness and counter-marketing campaign	B. Igoe will coordinate with HSD and CAB	TBD

Meeting Notes

Welcome, Introductions

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

Public Comment

None.

Update | Public Awareness and Counter-marketing Campaign

Amaury Avalos (HSD)

- HSD released the [RFP for a public awareness campaign](#). HSD acknowledges there was limited opportunity to engage the CAB on the development of the RFP but is pleased that Lisa Chen (CAB member) and Bridget Igoe (CAB staff) have agreed to participate in the rating and review panel. HSD invites the CAB to suggest some interview questions (B. Igoe will coordinate) and will also provide the rating rubric for CAB review and input.
- Council recently lifted the proviso on the public awareness campaign funds (link to [legislation](#), [HSD proviso memo](#), and [Council central staff memo](#)).
- The CAB can expect to receive regular updates on this work moving forward.

Update | CAB Community Engagement

Bridget Igoe (OSE) and Alma Villegas (CAB Community Engagement Consultant)

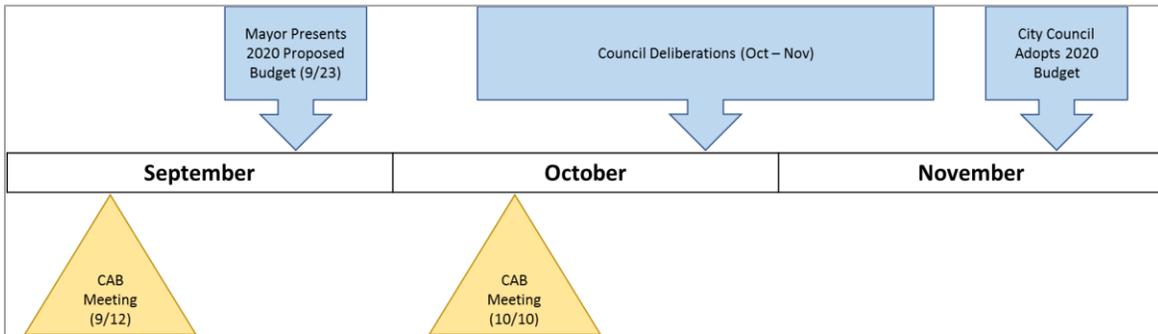
- Sixteen Notification of Awards (NOAs) were sent to successful applicants. Each NOA includes a scope of work specifying details like topic (food access, early learning), activity (focus groups, survey), and focus community (neighborhood, community group). The next step is to execute contractual agreements with all partners.
- A kickoff meeting with all partners will occur during the first week of October. The purpose of the meeting is to orient partners to the project, build relationships, and for partners to provide input on the engagement tools.
- Alma presented the following approaches she is using to design the community engagement approaches:
 - Focus on questions directed at/most appropriate for community members.
 - Redirect resources to allow for CBOs/liasons to conduct outreach and facilitate focus group/survey collection efforts.
 - Limit total number of questions so that CBOs/liasons can take a deeper dive with participants during the focus groups and provide for efficient survey collection that does not exceed 5 – 10 minutes per participant. This will require prioritizing which of these questions the CAB wants to ask.
 - Questions specific to CBOs (i.e. feedback on funding process, etc.) will be explored as part of a post-project evaluation survey.
 - Avoid presenting to community members a list of programs/services funded by SBT and then asking things like “*what’s missing from this list?*” Instead, ask more generative questions to understand the types of programs/services that would be beneficial and, later on, use this information to analyze gaps in investments.
 - Design a focus group guide that is interactive and taps into participant creativity and storytelling focusing on assets or values rather than deficiencies.
 - Collect demographic information or other basic survey information through surveys and focus group sign-in sheets.
- The CAB reviewed some guiding questions intended to inform the content of the community engagement focus groups and survey. The following comments and feedback were provided:
 - Should we be specific about how the CAB is defining healthy? Or, alternatively, ask participants how they define “healthy” food?
 - We also need to consider what is culturally appropriate and how participants define culturally appropriate foods.
 - Avoid judgment so that community feels comfortable providing honest and accurate answers.
 - Consider asking how individuals feel about food access options at institutions where they spend a lot of time (school, work, hospitals, etc.).
 - Include questions on physical activity and water access.
 - Some early learning questions seem a bit too broad.
 - Instead of asking questions like *What is missing from this list of investments*, ensure that we are asking questions that will generate information we can use to identify gaps and target investments later.

- Consider asking about what messages people receive about the food they eat and whether it aligns with their values.
- Ask: What healthy food options are you able to get? Acknowledge that their food dollars are very limited.
- Explore how their food access varies between vouchers and meal or bag programs.
- Given the way these guiding questions are worded, the sole focus is on healthy food and not the *quantity* of food people can access. Some people can't afford enough food and are unable to prioritize healthy food and this may come off as judgmental and cause unintended shame.
- Consider including questions that get at affordability, such as by asking what percentage of your incomes goes towards rent or childcare. This will give an idea of what they have left in their budget for food and other expenses. Also consider asking about food security.
- Provide a definition of food access and focus on food affordability (e.g.: can you afford the foods you would like and are those foods accessible to you and your family in your neighborhood and community?)

2020 New Revenue Budget Recommendations

The CAB turned its attention to 2020 new revenue budget recommendations. First, the following context was discussed:

- The passage of [CB 119551](#) undoes the \$6.3 million in general fund “swaps” and essentially puts \$6.3 million in unallocated/unprogrammed SBT back on the table starting in 2020. Technically speaking, this is \$6.3 million in *ongoing* funding.
- The CAB decided at its [August meeting](#) to develop budget recommendations on this \$6.3 million. Recognizing the Mayor is close to finalizing her 2020 Proposed Budget, the CAB will direct these recommendations to Council.
- The CAB will start to develop budget recommendations at this Sept meeting, but will finalize and send the recommendations to Council after it has review and discussed the Mayor’s 2020 Proposed Budget. The Mayor’s Proposed Budget will be released on Sept 23. This timing will enable the CAB to issue recommendations to Council that (1) make recommendations on the \$6.3 million and (2) respond to the Mayor’s 2020 Proposed Budget.



Regarding ongoing vs. one-time revenue:

- The CAB is paying attention to this distinction because of the SBT ordinance. The amended SBT ordinance specifies that *up to 10%* of proceeds from the tax in years 2, 3, 4, 5 of tax collection will be dedicated to one-time expenditures.
- *What is ongoing revenue and what is one-time revenue?*
 - Ongoing = funds a service. Stopping ongoing funding in a later year would impact customers, residents, or staff who have relied on the output of ongoing spending
 - One-time = funds a project that completes.
- At its August meeting, the CAB asked if any of \$6.3 million could be considered one-time funding. Responses from the City Budget Office:
 - Technically the \$6.3 million is *ongoing* funding.
 - As a general principle, it's best to match funding type with program type, but this is not a rule. There are good reasons to go against this principle at times.
 - As long as the CAB recommendations are relevant to SBT, they will be considered.

CAB members spent 10 minutes individually reviewing information packets containing:

- CAB values, budget principles
- Summary of CAB stakeholder engagement findings
- Summary of 2019 SBT budget
- Summary of CAB's previous budget recommendations

During this review, CAB members individually wrote down a list of priority strategies/activities. Then, the CAB broke into two small groups and worked through the following steps:

- Step 1: Each group discussed and generated a list of strategies/activities
- Step 2: Each group ranked the strategies/activities using "bubble up prioritization"

**The CAB decided to postpone discussion on the early learning strategies/activities since D. Perera (the Early Learning Representative) was absent.

Results from the small group activity are included below. The CAB will use the results of the activity at its October meeting, when it prepares a response to the Mayor's 2020 Proposed Budget, including new budget recommendations.

Highlighted items indicate a priority strategy/activity for both groups:

GROUP 1	GROUP 2
<p>Lisa Chen, Jen Moss, Christina Wong, Paul Sherman</p> <p>Activities (in order of priority):</p> <ol style="list-style-type: none"> 1. Fresh Bucks – healthy food vouchers 2. Hydration Station expansion (ex: at light rail stations) 3. Senior delivery service 4. Seattle Public Schools (in order of priority): <ol style="list-style-type: none"> a. Scratch cooking overhaul¹ b. Snack program at all FRL high schools c. Weekend snack packs d. Strengthen wellness policies at all schools e. Healthy vending machines 5. Yearlong farmers market expansion in south end 6. Food recovery & waste reduction <p><i>Non-food topics that were not prioritized:</i></p> <ul style="list-style-type: none"> • Physical activity • Evaluation and marketing/community engagement • More 0-3 money • CAB support (stipends, facilitation)³ 	<p>Tanika Thompson, Leika Suzumura, Jim Krieger</p> <p>Activities (in order of priority)</p> <ol style="list-style-type: none"> 1. Fresh Bucks expansion, awareness, and outreach – in order to close the food security gap 2. Backfill school meal program & senior meals and food programs 3. Food Access Opportunity Fund – new funding and applicants and renewal of first grants 4. School Snack Program 5. Evaluation (at least \$250k)⁴ 6. Out of school time food (What is the gap?) 7. One-time funding for equipment and infrastructure for scratch cooking at SPS¹ 8. One-time funding for food refrigeration microgrant program for equipment and supplies² 9. Park & Rec physical activity funding 10. Small business healthy food incubator

1. The CAB's [original 2020 recommendations](#) (page 11) recommended one-time funding (\$75,000) for a commercial kitchen management to identify the full range of operational and redesign needs to transition SPS Nutrition Services to scratch cooking. This work will be necessary to scope the equipment and infrastructure needs and cost estimates of the overhaul. CAB will look to see if this is included in the Mayor's 2020 Proposed Budget (release date 9/23).
2. The CAB's [original 2020 recommendations](#) (page 14) recommended one-time funding (up to \$500,000) for a food and meals micro-grant program to purchase equipment and supplies. CAB will look to see if this is included in the Mayor's 2020 Proposed Budget.
3. The CAB's [original 2020 recommendations](#) (page 15) recommended one-time funding (\$250,000) for CAB support. CAB will look to see if this is included in the Mayor's 2020 Proposed Budget.
4. Currently, there is \$250,000 per year allocated for evaluation. The CAB's [original 2020 recommendations](#) (pages 9, 13) recommended additional ongoing funding (\$250,000) and one-time funding (\$300,000) to support evaluation. CAB will look to see if this is included in the Mayor's 2020 Proposed Budget.

-END-