

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting

MEETING SUMMARY	Date: January 24, 2019
	Time: 9:00-11:00 AM
	Location: Rainier Beach Community Center, Party Room 8825 Rainier Ave S, Seattle, WA 98118
MEMBERS PRESENT:	Ahmed Ali, Christina Wong, Dila Perera, Jen Hey, Jim Krieger, Laura Flores (phone), Leika Suzumura, Yolanda Matthews
MEMBERS ABSENT:	Lisa Chen, <i>Seat 8 – Vacant (Public Health Representative), Seat 10 – Vacant (Early Learning Representative)</i>
GUESTS:	Office of Sustainability & Environment: Bridget Igoe

FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Develop recommendations for a community engagement plan, based on the ideas generated by the CAB.	A. Ali, C. Wong, J. Hey, J. Krieger	2/14/2019 (next CAB meeting)
2	Request HSD provides an opportunity for the CAB to provide a second tier review of the Food Access Opportunity Fund proposals, not as official raters, but to provide feedback and comments.	B. Igoe (staff), on behalf of CAB	ASAP
3	Recommend HSD adjust the following eligibility requirement in Food Access Opportunity Fund: <i>Your organization has an operating budget of \$750,000 or less or has not been funded by HSD in the past to Your organization has an operating budget of \$750,000 or less, <u>on average over the past three years</u>, or has not been funded by HSD in the past</i>	B. Igoe (staff), on behalf of CAB	ASAP

Meeting Notes

J. Krieger, Co-Chair, facilitated the meeting

Public Comment

None

Quick Business

The CAB briefly reviewed three Council changes to the Mayor's proposed 2019-2020 budget, i.e.:

1. [14-8-E-1-2019](#): Rescind green sheet 14-8-B-1, add \$269,500 SBT-backed appropriation in 2019 to HSD food banks, and impose two provisos.

2. [1-4-A-1-2019](#): Pass C.B. 119376, amending the uses of Sweetened Beverage Tax proceeds (decrease the share of the SBT's net proceeds set aside for one-time and limited-duration expenditures from 20 percent to 10 percent in 2019, 2020, 2021, and 2022.)
3. [1-5-B-1-2019](#): CBO to craft legislation creating a Sweetened Beverage Tax fund and a Short-Term Rental tax fund, as well as establishing spending guidance.

Updates shared by CAB members:

- There are some early discussions of introducing a sugary beverage tax at the state level, but this development is probably several years out.
- Healthy Food America is looking into options to explore whether the passage of Washington Initiative 1634 could be challenged on legal grounds.
- Real Change reported on a local initiative to repeal Seattle's SBT (I-128). This effort is unlikely to gain traction.
- There is proposed legislation in Washington with strong bipartisan support that would create a state nutrition incentives program modeled off the state's current Food Insecurity Nutrition Incentives (FINI) grant. The bill would also increase WIC farmers market benefits.
- The government shutdown in D.C. is having a major impact on nutrition and food access programming throughout WA. As a result, DSHS issued February SNAP benefits early. People could still see a 41- to 49-day gap in their benefits. Food banks are already seeing an increased demand. WIC would probably run out of benefits in March. School meals would be out of funding at the end of March. All SNAP-Ed employees are on notice for layoffs. Additionally, SNAP-Ed programming has adjusted its programming to meet immediate needs during the shutdown, rather than focusing on its long-term programming.
- Somali Health Board has seen a major increase in the number of participants coming to its nutrition classes and to get Fresh Bucks vouchers.

CAB 2019 Schedule and Work Plan

The CAB reviewed its 2019 meeting schedule and work plan. Starting in February, the CAB intends to meet on the second Thursday of each month from 9-11am (schedule subject to change). Meeting locations may fluctuate but will no longer be held downtown, which was inconvenient for many.

The CAB briefly reviewed the City's budget process:

- [Budget process description](#)
- [Budget process diagram](#)

The CAB will aim to transmit its 2020 budget recommendations to the Mayor by June, in time for the Mayor to prepare her budget proposal.

2019 Community Engagement

In response to the CAB's [2019 budget recommendations](#) (see page 17), the City allocated \$100,000 in 2019 to support community engagement efforts of the CAB. If the 2019 community engagement efforts are to inform the CAB's 2020 budget recommendations, work needs to get started ASAP.

The following considerations were raised about community engagement related to the SBT:

- Communities are deeply fatigued by community engagement efforts—even if they are thoughtful and executed well. The CAB may face resistance.

- A majority of people of color voted for I-1634 and there is distrust in the community about the SBT and how it disproportionately impacts low-income communities of color. This could be another source of resistance.
- \$100,000 is not enough money to conduct thorough and meaningful community engagement and contracting with a handful of organizations is insufficient.
- Respondents to the CAB survey recommended talking to people who are actually struggling and going directly to where people are getting services. This may require hiring people from the community. Need to think about different ways of going about this to really hear from the people most impacted.
- There may be need for a consultant to plan and coordinate these efforts.

The CAB split into three small groups for 10 minutes to continue discussing its vision and approach to community engagement, given the constraints and challenges. The following ideas were generated:

Group 1

- Focus community = communities most impacted by SSB consumption and marketing (see priority populations named in CAB's recommendations)
- Concern about the idea of selecting 6-8 organizations to work with. If this is to be the approach, the CAB needs to balance who it knows with other organizations not actively involved in the process. Eligible organizations should be defined as those that connect with the focus community.
- The CAB may want to consider community engagement as a coalition building process. It could start with organizations that completed the CAB survey and specified future interest in engagement efforts. The CAB could present its budget recommendations and explain what it did to incorporate community input. The CAB should approach organizations not just to collect their input but to get organizations involved with advocating during the budget process.

Group 2

- Focus community = low-income, communities of color
- \$100K is insufficient for 7-9 organizations to participate in community engagement efforts. The CAB should work with 1-3 organizations at most and ask for more budget. A minimum of \$200K is needed.
- The CAB should ensure the maximum amount of community engagement funds are going directly to CBOs, and CBOs should have decision making authority on how to use the money.
- Participants should be offered incentives that are real and significant; \$50 minimum per person to participate in an event.
- The CAB should consider combining the community engagement funds with the public awareness campaign funds.

Group 3

- Focus community = those most impacted, communities of color, low-income, people with language barriers. Consider focusing on people benefitting from programs funded and ask about how the programs/activities are working for them. Should distributors or retailers be a "community" or constituency to focus on?

- Primary goal of community engagement should be to understand community members' priorities as a way to validate the CAB's 2019 budget recommendations or see if changes are needed.
- A secondary goal of community engagement should be to inform the public of the tax and how revenues are being used as a way to build support for the tax. The CAB can also collect information to understand people's current perceptions and understandings of the tax and address misperceptions/get feedback.
- Engagement tactics to consider = face-to-face, survey, attend existing meetings, one-on-one interviews, meet people where they are. E.g. have an event at community center, at a time when kid drop-off or pick-up is happening, rather than asking people to show up at an extra event.
- Consider combining community engagement with a public education effort, to address potential misunderstandings about the tax.

Ahmed Ali, Christina Wong, Jen Hey, and Jim Krieger established a community engagement work group. The work group will develop recommendations for a community engagement plan, based on the ideas generated by the CAB, and present it at the February CAB meeting.

Evaluation support for community-based organizations

In response to the CAB's [2019 budget recommendations](#) (see page 15), the City allocated \$250,000 per year to support evaluation efforts by community-based organizations. The CAB's recommendations included this description: original description is as follows:

Support for community-based organizations to evaluate their activities funded by the SBT. Evaluation methods should be pragmatic, low-barrier, use community-based participatory research methods, and be developed with the support of experts with experience in the evaluation of community-based activities

The CAB split into three small groups for 10 minutes to discuss in greater detail its vision and desired outcomes for evaluation support. The following ideas were generated:

Group 1

- This funding should be used to evaluate current SBT-funded programs that aren't categorized as "evidence-based" but are effective.
- Potential resources/partners:
 - UW has some community-based evaluation support services
 - Kaiser Permanente (Allen Cheadle)
 - WSU Extension – with specific expertise in the community-based food programming
- "Support" should focus on developing an evaluation process that is simple, flexible to meet the organization's needs, and based on a model the organizations can replicate moving forward
- Potential options could be to work with university students to do the study or community members (the latter should be paid).
- \$250K is not going to go far...
- Best Starts for Kids RFPs include a requirement that 10% of the budget should focus on evaluation efforts. SBT funds could provide this added support to community-based organizations funded by SBT.

- Evaluation support funds should first go to organizations that are awarded the Food Access Opportunity Fund, or organizations that are working with Fresh Bucks to do outreach and enrollment. Would also like to see evaluation funding support the Parent Child Home Program (PCHP) Family Child Care (FCC) Pilot.
- Goals of the evaluations = to generate feedback for CAB to inform future budget recommendations; support organizations to evaluate their program effectiveness (helpful to show evidence of effectiveness when apply for future funding); show impact of SBT.
- Target audiences of the evaluation findings = general public, decision makers.

Group 2

- Purpose of this funding should be about building capacity and centering equity. Organizations should be supported to evaluate their own performance in ways that are meaningful to their work and clients.
- The evaluations should be not too “wonky”. They should utilize community-based participatory research methods.
- Consider a training cohort where technical assistance is provided to organizations.
- \$250K is not going to go far...
- Consider evaluating the evaluation support. For example, pick 5 organizations and provide them with technical assistance to evaluate their programs. Compare the evaluation efforts to 5 organizations that do not receive the support and technical assistance.

Group 3

- This group discussed how the SBT public awareness campaign (@\$250K), community engagement (@\$100K), and evaluation support (@\$250K) are interrelated and wondered if there’s a way to braid these efforts (and their dedicated funding). Given the small amount of funding dedicated to each activity, integrating the efforts and being nimble and creative might stretch the dollars further.
- Consider using “guerrilla tactics” for evaluation rather than traditional approaches
- Gather success stories that can be used in community engagement and public awareness efforts
- Assess what evaluation support community-based organizations actually need so as to avoid developing a one size fits all approach.
- Require SBT-funded organizations to have a community/community stakeholder meeting and use this as an opportunity to generate input, raise awareness, and combine with evaluation.
- Comment about partnering with UW – there is fatigue in the community about UW researchers, even when the research is done in a community-based and relevant way. Also, resources don’t go far wwhen partnering with UW because so many extra resources go into indirects/overhead.

Food Access Opportunity Fund – Rating Committee

The CAB discussed HSD’s invitation for 2 CAB members to participate on the rating panel for the Food Access Opportunity Fund.

C. Wong was able to designate a staff member from Northwest Harvest to participate.

L. Cantrell volunteered to participate.

Nonetheless, there are concerns that the anticipated time commitment (30-40 hours) is a barrier to CAB participation. On behalf of the CAB, B. Igoe will request that HSD provide an opportunity for the CAB to provide a second tier review, not as official raters but just to provide feedback and comments.

There was brief discussion about the following eligibility requirement in the Food Access Opportunity Fund. *"Your organization has an operating budget of \$750,000 or less"*. Due to the recent infusion of Best Starts for Kids funding, many community-based organizations led by people of color may no longer meet this requirement, as recently as 2018-2019.

On behalf of the CAB, B. Igoe will recommend that HSD change this requirement to *Your organization has an operating budget of \$750,000 or less, on average over the past three years, or has not been funded by HSD in the past*

The meeting adjourned at 11:05 AM.