

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

MEETING SUMMARY	Date: Thursday – July 11, 2019 Time: 9-11am Location: 2100 24 th Avenue South, Seattle, WA 98144
MEMBERS PRESENT:	Christina Wong, Jim Krieger, Paul Sherman, Jen Hey [NO QUORUM]
MEMBERS ABSENT:	<i>Laura Flores Cantrell</i> <i>Dila Perera</i> <i>Lisa Chen</i> <i>Leika Suzumura</i> <i>Yolanda Matthews</i> <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	None
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FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Gather input from absent CAB members on community engagement work	B. Igoe	ASAP

Meeting Notes

Welcome, Introductions

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

Public Comment

Chris Teeny, Pacific Coast Harvest

Pacific Coast Harvest receives funding by SBT to support food access programming. Local entrepreneurs, including Pacific Coast Harvest, are thinking about ways to innovate and improve access *and* consumption of healthy foods. Recommends the CAB consider how SBT funding can support these small business and entrepreneurs and how RFPs could attract these entities to apply for funds. The City's RFPs are super daunting, even for someone with a background in law. Also recommends representation from small businesses on the CAB.

Lauren Boling, Farmstand Local Foods

Farmstand Local Foods is a sales and distribution partner that links farmers to Seattle residents. For example, SBT supports the company to work with Seattle-area preschools to order and deliver food

direct from farms. They are thankful for the support and want the CAB to know SBT revenue is going to small businesses and farmers.

Updates and Discussion

SBT Fund

J. Krieger provided an update on CB 119551 which would create a fund for Sweetened Beverage Tax revenues, add a new Section 5.53.055 to the Seattle Municipal Code; and provide additional guidelines for expending proceeds. On July 10, the bill passed out of the Council Finance & Neighborhoods Committee along with two technical and clarifying amendments. A third amendment, proposed by CM Bagshaw and which would have delayed prohibition of supplanted funds to 2021 rather than 2020, did not pass. The bill moves to full Council vote on July 22.

Annual Report

B. Igoe reported the CAB's 2018 SBT Annual Report is nearly complete. It is with a graphic designer now for polishing and will be published online in August.

Vacant or Expiring CAB Seats

The following seats expire on August 31 (details on the [CAB webpage](#)):

- Position #2 (Mayoral appointment); Food Access Representative (currently filled by C. Wong, seeking renewal)
- Position #3 (Mayoral appointment); Food Access Representative (currently filled by L. Suzumura, not seeking renewal)
- Position #4 (Mayoral appointment); Community Representative (vacant)
- Position #5 (Council appointment); Community Representative (currently filled by Y. Matthews, not seeking renewal). Tanika Thompson (Got Green) was appointed to this position.
- Position #6 (Council appointment); Public Health Representative (currently filled by J. Krieger, seeking renewal)

B. Igoe reported that Council and the Mayor are working on these appointments.

CAB Member Engagement

The Executive Committee has observed that attendance is spotty and would like to discuss with the CAB ways to increase engagement. Look for this discussion at a future CAB meeting.

The Executive Committee is also interested in exploring what options exist for offering compensation to CAB members. Currently, the SBT ordinance specifies CAB members must serve without pay.

SBT-Funded Public Awareness Campaign

On behalf of the Human Services Department (HSD), B. Igoe provided the following updates:

- HSD is scoping out the Public Awareness Campaign, including a statement of qualifications for a communications firm.
- B. Igoe met with HSD twice to review the CAB's recommendations on a public awareness campaign, emphasizing the CAB's vision of a partnership between a communications firm and community-based organizations with authentic ties to the target audience of the campaign (Black and Latinx youth and young adults).
- HSD will extend opportunities to the CAB to participate in the rating and selection process.

2019 Community Engagement – Phase 2

Presenters: Alma Villegas and Bridget Igoe

[A. Villegas](#) is the consultant for the second phase of the CAB’s community engagement work.

A. Villegas and B. Igoe reviewed a handout [see appendix] with the following:

- CAB’s 2019 community engagement goals
- Overview of the CAB’s 2019 community engagement plans, including phase 1 and phase 2
- Proposed timeline for executing phase 2 – noting the time pressure is significant since the funds available to support this work expire at the end of the calendar year

Draft Request for Applications

The CAB reviewed the draft request for applications.

One CAB member noted inconsistencies in how “priority populations” were being described in the phase 2 work and expressed concerns that low-income white communities would be excluded. This raised a discussion about whether or not to “lead with race” and explicitly prioritize communities of color as the focus communities to engage in phase 2. Key points of the discussion are summarized below:

Rational for leading with race when defining the focus communities

- If we aren’t explicit and intentional, we won’t be successful in reaching communities of color
- Participants in the CAB’s phase 1 engagement events and 2018 were predominately white and from white-led organizations. Leading with race in phase 2 is a way to round out the engagement effort and input
- Low-income white people would not be excluded from attending any events, but as part of an intentional planning process we need to prioritize racial equity and ensure we are reaching people of color
- There has never been a situation when white people have been excluded, so we don’t need to name them
- A core value of the CAB is racial equity and raising up the voices of people underrepresented in decision making

Rationale for framing the focus communities more broadly

- Avoids looking exclusionary, especially to low-income white people, who are also impacted by the tax, health issues associated with sugary beverages, and lack of access to healthy food

Since there was no quorum, no decisions were made. B. Igoe will follow-up with each CAB member to get their input on the issue.

One CAB member suggested including a disclaimer or rationale for why phase 2 is leading with race, if that is the final decision.

Other CAB comments/questions on the draft request for applications:

- How will we interpret the self-rating scale?
 - Response: this is just an initial screening tool for applicants to self-identify what communities applicants have the most experience with, so we can quickly gauge gaps in reach. We'll get more information in the follow-up interviews
- Streamline and shorten the last two questions asking for more information on the applicant's experience leading outreach and engagement activities and on food access and early learning.

Questions the CAB would like to ask community

Given the CAB's community engagement goals, CAB members took some time to individually consider and respond to the following prompts:

- *What information would the CAB like to **SHARE** at these engagement events?*
- *What information would the CAB like to **GATHER** at these engagement events?*

B. Igoe and A. Villegas collected CAB member worksheets and will compile and synthesize the information for further discussion and consideration at a future CAB meeting. B. Igoe will follow-up with absent CAB members to collect their input.

2020 Community Engagement

Time ran out. This topic was tabled.

-END-

Appendix

CAB 2019 Community Engagement Goals

Developed March 2019

In order of priority:

1. Consult with Seattle communities on the [CAB's 2019 budget recommendations](#) to obtain feedback to inform the CAB's 2020 budget recommendations. *Did we get it right? What's missing? How well did we represent your healthy food access and early learning priorities? What changes should we make in our future recommendations?*
2. Gather information to inform implementation of the current SBT programs/activities. *How are these programs functioning? What needs to be avoided or encouraged in how these programs are implemented?*
3. Inform the public of the tax and how revenues are being used as a way to build support for the tax and address any misperceptions or misinformation.
4. Start building a coalition of organizations and individuals that want to stay engaged in the CAB's work and the budget process and/or spread information about the tax

Overview of CAB's 2019 Community Engagement Plans

Phase 1: Completed (April – June 2019)

<i>Purpose</i>	To gather input from food access stakeholders to inform the CAB's <i>2020 Budget Recommendations</i> .
<i>Focus participants</i>	Community-based organizations that focus on food justice, food access, health equity, etc.
<i>Activities</i>	CAB hosted two, high engagement, interactive workshops attended by 80+ representatives from over 50 organizations. Participants reviewed the CAB's 2019 recommendations and had the opportunity to re-prioritize the programs and services recommended by the CAB to receive SBT funding. Summary report available here.
<i>Key strengths</i>	<ul style="list-style-type: none">– CAB was able to collect input from many organizations and subject matter experts in a short amount of time.– Input was specific and could directly inform the CAB's <i>2020 Budget Recommendations</i>.– Events provided an opportunity for CAB to educate stakeholders on the SBT and its work.
<i>Key limitations</i>	<ul style="list-style-type: none">– Lack of diversity and representation from CAB's priority populations*—majority of participating organizations were from white-led organizations.– Potential for biased input—majority of participating organizations were currently funded by SBT.

*Priority populations = communities of color, immigrants, refugees, people with low income, and English language learners. Youth from these communities and organizations that serve these communities are also a priority to reach.

Phase 2: July – December 2019

<i>Purpose</i>	To gather input from Seattle’s residents to inform the CAB’s <u>2021 Budget Recommendations</u> .
<i>Focus participants</i>	Communities of color, immigrants, refugees, people with low income, and English language learners. Youth from these communities are also a priority to reach.
<i>Activities</i>	Partner with up to eight (8) CBOs to best suited to lead authentic community engagement event(s) with residents/focus participants. An expert consultant will provide technical assistance to CBO, co-design tools and strategies, and monitor CBO deliverables.

CAB’s Guiding Questions for Phase 2

****To discuss at 7/11 CAB Meeting: Given the CAB’s community engagement goals on page 1 (especially goals #2 and #3), what types of questions do you want to ask of community?**

Note: The CAB’s questions will be used to help design the approach for community engagement. Final questions and approaches for the engagement activities will be designed in partnership with the CBOs and individual community members who are selected to lead the activities.

<i>SBT revenue is used to improve food access and expand services and support for young children. Here are the following types of programs and activities funded by SBT:</i>	
<p>Food Access</p> <ul style="list-style-type: none"> • Vouchers and subsidies to low-income residents so they can buy more fruits and vegetables [Good Food Bags, Fresh Bucks] • Funds to improve the quality of food offered to lower income children in childcare programs, schools, and after-school programs [Farm to Table, Fresh Fruit and Vegetable Snack Program in Schools, Out of School Nutrition Time (summer meals, CACFP)] • Food banks, meal programs • Community-led organizations working to increase access to healthy food [Food Access Opportunity Fund] • Community-led countermarketing campaign to curb consumption of sugary drinks 	<p>Child Health and Development</p> <ul style="list-style-type: none"> • Vouchers to lower-income, working families to help them afford childcare [Child Care Assistance Program] • Funds to support child development training and coaching for childcare providers, to improve the quality of care they provide to young children [Health Consultation, Coaching and Training for 0-3 Providers; Family Child Care Initiative] • Funds for specialized support to families with young children who have developmental delays [Developmental Bridge Program] • Home visiting programs that provide parent coaching and resources for low-income pregnant women and families [Parent-Child Home Program, Nurse Family Partnership]
<i>What types of questions does the CAB want to ask community about these specific SBT programs or the general portfolio of SBT investments?</i>	

Proposed Timeline for Phase 2

	When	What	Who
<i>Plan</i>	July	<ul style="list-style-type: none"> – 7/11: CAB Meeting to (1) confirm/clarify goals; (2) review and approve draft LOI materials; (3) develop CBO invite/outreach list; (4) establish a CAB workgroup who will help to guide the work and serve as review panel for LOIs. 	<ul style="list-style-type: none"> – Leads: Alma, Bridget – CAB provides input
<i>Select CBOs & community liaisons</i>	July & Aug	<ul style="list-style-type: none"> – Week of 7/15: Invite selected CBOs & community liaisons to complete an interest form – End of July: Interest forms due – First week of August: CAB workgroup (TBD) reviews interest forms – Second week of August: interviews scheduled with candidate CBOs – Third week of August: selected CBOs contacted 	<ul style="list-style-type: none"> – Leads: Alma, Bridget – CAB workgroup participates in CBO selection
<i>Execute contracts and host kick-off meeting with selected CBOs & community liaisons</i>	Sept	<ul style="list-style-type: none"> – First week of Sept: contracts – Second week of Sept: Kick-off with CBOs 	<ul style="list-style-type: none"> – Contract lead: Bridget – Kick-off lead: Alma – CAB workgroup attends part of kick-off meeting
<i>Conduct post kick-off follow-up and finalize tools and strategies</i>	Sept	<ul style="list-style-type: none"> – 1:1 follow-up with contractors – Finalize activities and data collection tools 	<ul style="list-style-type: none"> – Lead: Alma – CAB workgroup, Bridget review/provide input as needed
<i>Lead community engagement activities</i>	Oct & Nov	–	<ul style="list-style-type: none"> – Leads: contractors – Alma supports, provide TA
<i>Reporting</i>	Dec – Jan	–	<ul style="list-style-type: none"> – Leads: Alma & contractors – CAB workgroup, Bridget review/provide input as needed