

A hand is shown pouring a stream of white sugar from a green can. The sugar falls into a vertical stream of dollar signs (\$) that are scattered across the bottom of the image. The background is a solid teal color.

Seattle's Sweetened
Beverage Tax 2018

Annual Report

Sweetened Beverage Tax Community Advisory Board | City of Seattle

Letter from the CAB

Dear Seattle,

On behalf of the Sweetened Beverage Tax Community Advisory Board (CAB), we are pleased to present our first annual report. The CAB's primary role is to advise the Mayor and City Council on how best to allocate the revenue raised by the beverage tax. The Sweetened Beverage Tax enabling ordinance ([Ordinance 125324](#), amended by [Ordinance 125718](#)) also requires the CAB to produce this annual report, which includes the following:

- ✓ A summary of tax implementation efforts and revenue raised in 2018
- ✓ A summary of the CAB's 2018 and 2019 Budget Recommendations
- ✓ A summary of the programs funded in 2018, including program highlights and outcomes
- ✓ A summary of studies completed as part of the Sweetened Beverage Tax evaluation

The SBT was created with the intent to decrease sales and consumption of sugar-sweetened beverages while securing revenue needed to support more equitable, vibrant, and healthy communities. In 2018, the SBT raised nearly \$23 million. Over \$17 million of these revenues went towards supporting and expanding programs that increase access to healthy food and support child health, early child development, and readiness for school for people with low incomes and others affected by health and education inequities. Additional revenue went to support the 13th Year Promise Scholarship, evaluation of the SBT, and tax administration. We hope you will look inside for full details of the 2018 allocations and highlights from the supported programs.

The CAB includes people representing the communities that are most affected by education and health inequities and is committed to authentic partnership with these communities. We have sought to follow through on this commitment in the following ways:

- ✓ **Our 2018 Budget Recommendations explicitly called for allocation of 100% of tax revenues to support activities and programs in the communities that need this support the most, especially low-income communities and communities of color.**
- ✓ **We are pushing for SBT revenue to have its own fund that explicitly restricts use consistent with the intent of the ordinance and enables transparent monitoring of tax revenue**

**In 2018, the
Sweetened
Beverage Tax (SBT)
raised nearly
\$23 million.**

spending. The SBT ordinance calls for tax revenue to expand existing food access and early childhood activities and develop new ones. While most of the revenue was allocated with respect to this legislative intention, the Mayor's budget used \$6 million to replace (supplant) City general funds supporting activities in these areas. In effect, this meant that \$6 million was used to pay for existing activities, rather than for new or expanded ones. The CAB subsequently noted its concern and disapproval of this use of tax revenue ([click here](#) to read our October 2018 letter). In April 2019, we recommended that the City establish a special fund for SBT revenue.

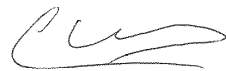
- ✓ **We are committed to hearing from you, stakeholders in the community, to incorporate your input into our recommendations.** We acknowledge with humility the limitations of our 2018 engagement efforts, which were constrained by limited time and resources. We deepened this work in 2019 by hosting two community meetings attended by representatives from over 50 food access organizations. Later this year, we will be working with community-based organizations to engage residents who are impacted by the tax and who are benefitting from the tax investments.
- ✓ **We advocated for the City to create the [Food Access Opportunity Fund](#),** which supports grassroots, community-led efforts to increase access to healthy foods in communities most affected by racial and economic inequities.

Please don't let your interest in the Sweetened Beverage Tax and the CAB end with your study of this report! We hope you will continue to follow our work and provide us with feedback by joining us in person at our [monthly meetings](#) or sending comments to bridget.igoe@seattle.gov. For more information, including fact sheets, meeting notices, and reports of our community engagement efforts, [please visit our webpage](#).

Sincerely,



James Krieger, Co-Chair



Christina Wong, Co-Chair

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Introduction

Incl. 65g Added Sugars 12g

| | | |
|--------------------------------|------------|-------------------|
| Calories per serving | 240 | Protein 0g |
|--------------------------------|------------|-------------------|

Not a significant source of sat. fat, trans fat, cholest., fiber, vit. D, calcium, iron and potas.

CARBONATED WATER. HIGH FRUCTOSE CORN SYRUP. CARAMEL COLOR. NATURAL FLAVORS. PHOSPHORIC ACID. CAFFEINE.

Introduction

Beginning in 2018, Seattle started taxing sugary drinks (also called sugar-sweetened beverages, or SSBs) distributed within the city. Sugary drinks or SSBs are any non-alcoholic beverages that contain added caloric sweeteners.

The tax rate on distributors is **1.75 cents per ounce** on the sugary drinks they distribute within the City of Seattle. The tax does not apply to diet drinks, bottled water, 100% juice, milk (including plant-based), powders and concentrates mixed by the end consumer, beverages for medical use, infant or baby formula, and alcoholic beverages.

Why did Seattle pass the Sweetened Beverage Tax?

The Sweetened Beverage Tax was designed to improve the health of Seattle residents by reducing the sales and consumption of sugary drinks and to raise revenue for important programs that increase healthy food access and support child health and early learning.

Sugary drinks are the single largest source of calories and added sugar in the U.S. diet¹.

Examples of these beverages include:



Regular sodas



Fruit drinks



Sweetened water



Energy drinks



Sweetened coffees and teas



Syrups and concentrates

A 20 oz. soda has

16

teaspoons of added sugar

and 250 empty calories, meaning they provide almost no nutrient value.

What's the Problem with Sugar and Sugary Drinks?

Added sugars can harm your health and sugary drinks account for nearly *half* (46%) of added sugars consumed by people living in the U.S.¹. Sugary drinks can lead to type 2 diabetes, heart disease, cavities and weight gain and the people who consume more are at higher risk of premature death².

Diabetes

People who consume sugary drinks regularly—1 to 2 cans a day or more—have a 26% greater risk of developing type 2 diabetes than people who rarely have such drinks³.

Heart disease

A study that followed 40,000 men for two decades found that those who averaged one can of a sugary beverage per day had a 20% higher risk of having a heart attack or dying from a heart attack than men who rarely consumed sugary drinks⁴.

A related study in women that tracked the health of nearly 90,000 women over two decades found that women who drank more than two servings of sugary beverages each day had a 40% higher risk of heart attacks or death from heart disease than women who rarely drank sugary beverages⁵.

Cavities

High levels of sugar in sugary drinks significantly contribute to tooth decay. Bacteria in the mouth feed on the sugar in food and beverages, which produces harmful acids that damage teeth, causing cavities to form or erosion to occur⁶.

Weight gain

The average can of sugar-sweetened soda or fruit punch provides about 150 calories, almost all of them from added sugar. If you were to drink just one of these sugary drinks every day, and not cut back on calories elsewhere, you could gain up to 5 pounds in a year⁷. What's more, people who drink sugary beverages do not feel as full as if they had eaten the same calories from solid food. This may prompt a person to keep eating even after consuming a sugary drink⁸.

In Seattle, 50% of adults have excessive body weight and 5% have diabetes.

Disparities exist by race/ethnicity and income. Those with the lowest incomes and American Indians/Alaska Natives and Blacks have significantly higher rates of obesity and diabetes⁹.

How Much Sugar is in Sugary Drinks?

Sugary drinks are packed with sugar, which adds calories but little or no nutrients. Here's how many added teaspoons and calories of sugar popular drinks can contain.

| | | |
|--------------|-----------------|-------------------------------|
| Soda (20 oz) | 16 tsp of sugar | 250 calories from added sugar |
|--------------|-----------------|-------------------------------|

| | | |
|------------------------------|-----------------|-------------------------------|
| Fruit-Flavored Drink (20 oz) | 16 tsp of sugar | 250 calories from added sugar |
|------------------------------|-----------------|-------------------------------|

| | | |
|----------------------|----------------|-------------------------------|
| Sports Drink (20 oz) | 9 tsp of sugar | 140 calories from added sugar |
|----------------------|----------------|-------------------------------|

| | | |
|----------------------|-----------------|-------------------------------|
| Energy Drink (16 oz) | 16 tsp of sugar | 250 calories from added sugar |
|----------------------|-----------------|-------------------------------|

| | | |
|---------------------------------|----------------|-------------------------------|
| Vitamin-Enhanced Water Beverage | 8 tsp of sugar | 130 calories from added sugar |
|---------------------------------|----------------|-------------------------------|

| | | |
|------------------------|-----------------|-------------------------------|
| Powdered Drink (16 oz) | 11 tsp of sugar | 180 calories from added sugar |
|------------------------|-----------------|-------------------------------|



How much sugary beverage do Seattle residents drink?

A 2018 study looked at how much added sugar Seattle adults consume just from sugary drinks¹⁰.

The study found:

- ✓ On average, Seattle adults consume 18.2 teaspoons (tsp) per day in total added sugars and 8.0 tsp per day from sugary drinks. This means added sugar from sugary drinks makes up 44% of total added sugars consumed by adults. For context, the American Heart Association recommends limiting the amount of added sugars to more than 9 tsp for men and 6 tsp for women¹¹.
- ✓ On average, adults consume one sugary drink per day. One in eight adults consume sugary drinks two more times per day in a month.
- ✓ Significantly more non-Hispanic Black adults report frequent sugary drink consumption compared to Hispanic and non-Hispanic Asian adults. Asian adults are also less likely to be frequent sugary drink consumers compared to non-Hispanic white adults.
- ✓ Adults with lower levels of education are more likely to be frequent sugary drink consumers compared to those with higher levels of education.

When it comes to consumption by youth, the latest data available from the Healthy Youth Survey (2016), a school-based survey of 8th, 10th, and 12th graders, showed that 13% of Seattle school-age youth drink soda and other sugary drinks at least daily. There are disparities in Seattle and King County by race and gender¹²:

- ✓ School-age youth of color were significantly more likely to report consuming sugary drinks compared to White school-age youth. Daily consumption of sugary drinks was reported by 23%, 22%, and 20% of American Indians/Alaska Natives, Black, and Hispanic school-age youth, compared to 15% of White school-aged youth. Asian school-age youth were the least likely to report daily sugary consumption (9%).
- ✓ Male school-age youth are significantly more likely to report consuming sugary drinks compared to female school-age youth; almost one in five males (19%) reported to consume sugary drinks at least daily compared to one in ten females (11%).

Seattle adults
consume
18.2 tsp
added sugar
per day



Sugary drinks in low-income communities and communities of color

In Seattle, as in elsewhere throughout the U.S., low-income communities and communities of color are more likely to have limited access to healthy food and beverages, have lower-quality diets, are more likely to consume sugary beverages, and are more likely to be exposed to sugary drink marketing.

A recent assessment of healthy food access in Seattle neighborhoods, funded by the Sweetened Beverage Tax, found that neighborhoods with more Black or Hispanic residents have fewer supermarkets and superstores and more small stores, such as convenience stores. Additionally, there was lower availability of healthy foods in lower-income neighborhoods and neighborhoods with more Black or Hispanic residents¹³. Another Seattle-based study found disparities in dietary behavior by neighborhood, with salad consumption being clearly associated with neighborhoods with higher socioeconomic status and soda consumption being clearly associated with neighborhoods with lower socioeconomic status¹⁴.

In addition to having limited access to healthy food and beverage choices, the beverage industry spends millions each year marketing sugary drinks to communities of color—the same communities who are most burdened by diet-related chronic diseases. Because the beverage industry spends millions of dollars every year marketing to communities of color, Black children and youth see more than twice as many ads for sugary drinks than their white peers. The beverage industry also targets Black and Latinx neighborhoods with outdoor ads (e.g. store window posters, sidewalk “sandwich” signs, ads at bus stops)¹⁵.

Racial-ethnic targeted marketing and limited access to healthier options contributes to higher consumption of sugary beverages and health disparities in communities of color.



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Tax Implementation



Summary of Tax Implementation

The Sweetened Beverage Tax (SBT) is a tax on the distribution of sugar-sweetened beverages (SSBs) in the city of Seattle. The tax is collected on the final distribution of SSBs by a distributor. The intent of the SBT is to tax the distributions of sweetened beverages into Seattle for retail sale in Seattle.

The Department of Finance and Administrative Services (FAS) prepared the following summary on the Sweetened Beverage Tax in 2018, showing the number of taxpayers, 2018 tax revenue collected, and reported ounces of SSBs.

For more information, visit the FAS [tax webpage](#).

Tax rate

The standard tax rate for the SBT is \$.0175 per ounce. There is a reduced tax rate for certified manufacturers. That rate is \$.01 per ounce.

Taxpayers

In 2018, there were 215 total tax filers, including 188 quarterly filers and 27 annual filers.

Four firms have received certification for the reduced tax rate. These are firms which manufacture sweetened beverages but have worldwide gross income of greater than \$2 million and less than \$5 million. Beverages from these manufacturers are taxed at the reduced rate of \$0.01 per ounce.

Of the 215 total tax filers in 2018, 22 are retailers that have issued redistribution certificates. Under certain circumstances, determining the correct number of taxable ounces is better managed by the retailer receiving distribution of the beverages or concentrates. In these cases, retailers may issue a redistribution certificate to a distributor, which transfers the liability for making tax payments to the retailer from the distributors on those ounces of product.

The City has also issued 34 exempt certificates, which exempts from taxation beverages manufactured by businesses with worldwide gross income of \$2 million or less.

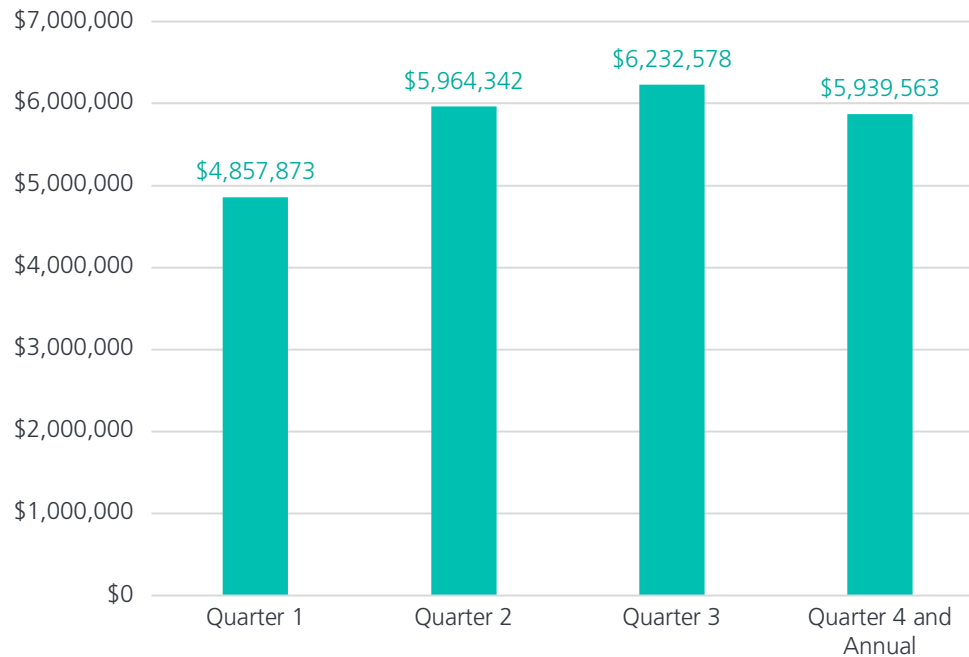
The SBT is a tax on the distribution of sugary drinks in the city of Seattle.

The standard tax rate is \$.0175 per ounce.

2018 Tax Revenues

In 2018, the SBT collected \$22,994,356 total. Collections by quarter are shown in the chart below.

SBT Tax Collected, 2018 - \$22,994,356 Total



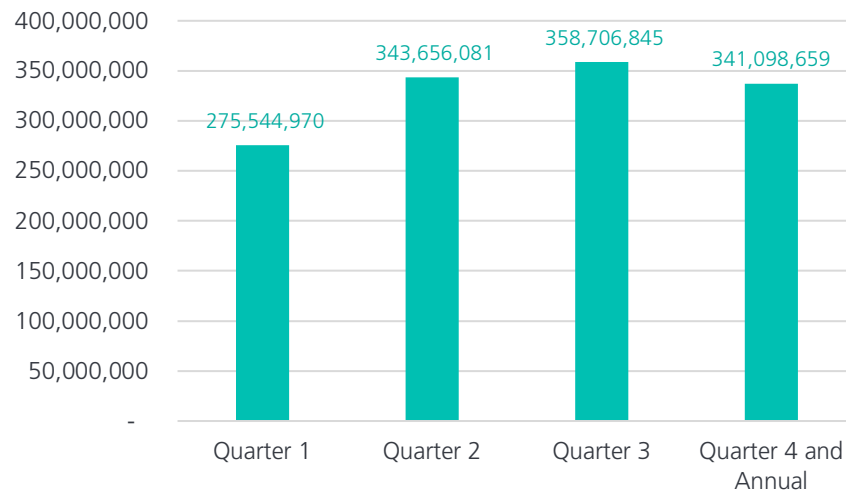
Reported Ounces of SSBs

Taxpayers reported over 1.3 billion ounces (approximately 10,275,000 gallons) of SSBs distributed into the City of Seattle in 2018. Reported ounces by quarter are shown in the chart below.

Note: These figures are calculated by the City based on taxes reported. They should not be considered a complete or accurate measure of actual beverage consumption.

**In 2018, the SBT
collected nearly
\$23 million.**

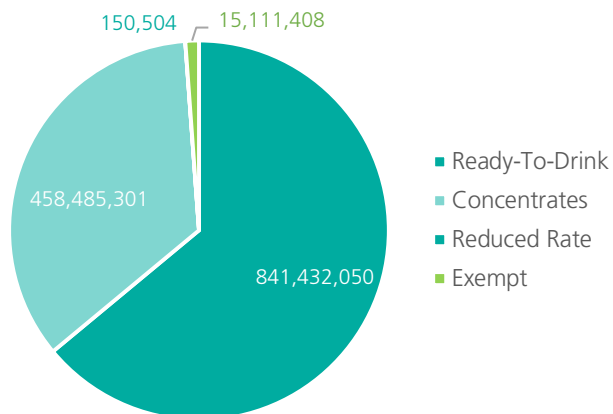
Reported Ounces of Sugar-Sweetened Beverages - 1.319 Billion Total

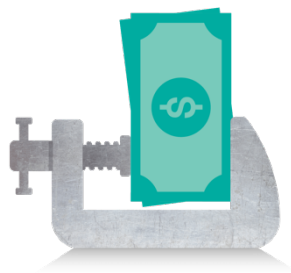


Ounces Reported by Category

Of the total ounces reported, approximately 150,500 were taxed at the reduced rate of \$0.01 per ounce. Approximately 15.1 million ounces of beverages were reported but exempt from taxation.

Ounces Reported by Category





CAB's 2018 and 2019 Recommendations



CAB's 2018 and 2019 Recommendations

This chapter summarizes key features of the Sweetened Beverage Tax Community Advisory Board's *2018 and 2019 Budget Recommendations*. To read the full recommendations [click here](#).

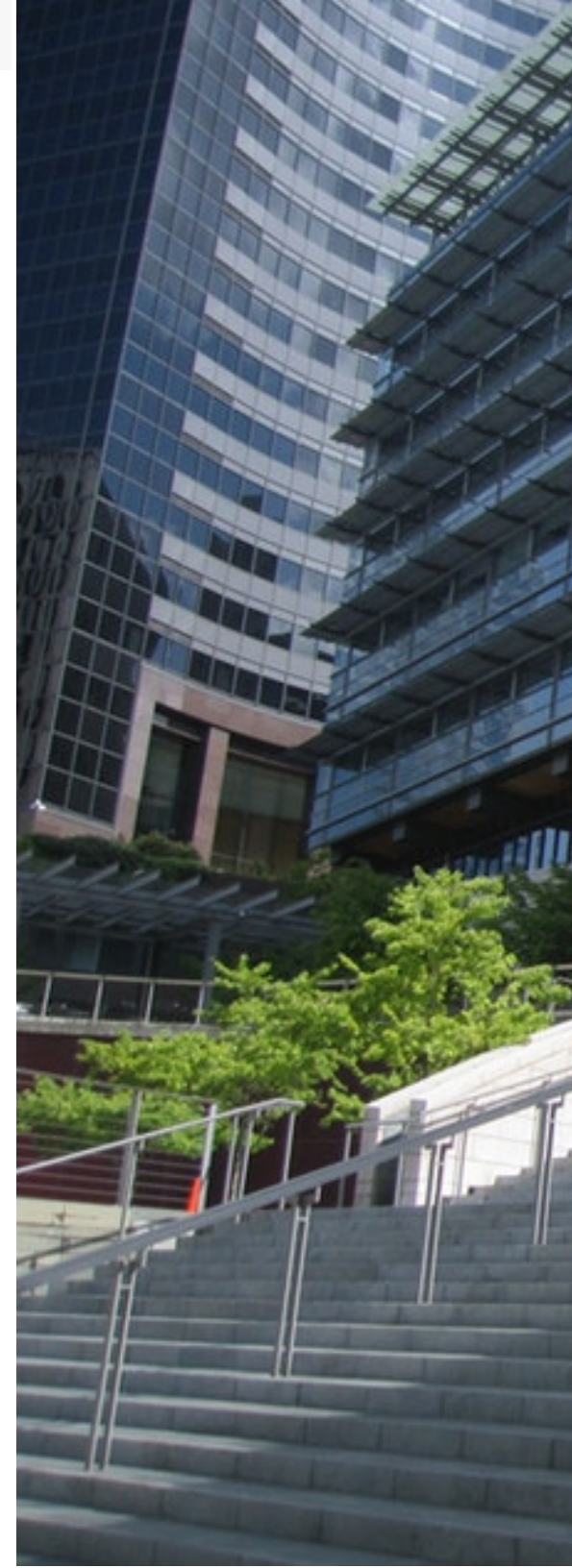
Background

The same ordinance that established the Sweetened Beverage Tax (SBT) (Ordinance 125324, amended by Ordinance 125718) also created the Sweetened Beverage Tax Community Advisory Board (CAB).

The role of the CAB is to make recommendations on how and to what extent the Mayor and City Council should establish and/or fund programs and activities consistent with the intent of this ordinance, which is to benefit Seattle's populations who experience the greatest education and health inequities.

The CAB also makes recommendations to the Mayor and City Council on elements of an evaluation of the effectiveness of the tax, including impacts on sweetened beverage sales and consumption, public attitudes towards sweetened beverage consumption, job and economic indicators, and of the process of implementing the tax.

The composition of the CAB is guided by the ordinance. The CAB consists of 11 members who are residents of the City of Seattle or work within the boundaries of the City of Seattle. Six members of the CAB are appointed by the Mayor and confirmed by the City Council. Five members are appointed by the City Council.



At the time the CAB developed and issued its 2018 and 2019 Budget Recommendations, the CAB consisted of the following members:

| NAME | POSITION TITLE | ORGANIZATIONAL AFFILIATION |
|-----------------------|-------------------------------|----------------------------------|
| Lisa Chen | Food Access Representative | FEEST |
| Christina Wong | Food Access Representative | Northwest Harvest |
| Leika Suzumura | Food Access Representative | Community Nutrition Educator |
| Ahmed Ali | Community Representative | Somali Health Board |
| Yolanda Matthews | Community Representative | Got Green |
| Jim Krieger | Public Health Representative | Healthy Food America |
| Laura Flores Cantrell | Public Health Representative | Community Member |
| Jen Hey | Public Health Representative | WSU Extensions SNAP-Ed |
| Vacant | Public Health Representative | |
| Mackenzie Chase | Early Learning Representative | Save the Children Action Network |
| Dila Perera | Early Learning Representative | Open Arms |

*Affiliations provided for identification purposes only

For more information on the CAB and its current members, visit the [CAB webpage](#).



Our Process and Approach

In eight short months, a newly established CAB developed two sets of budget recommendations for allocation of the 2018 and 2019 SBT revenue. To achieve this, we undertook a rigorous planning process, holding **open public meetings** twice a month between January and June 2018. We faced many challenges during this process, including a tight timeline, limited time and resources to conduct community outreach and engagement, a steep learning curve to understand the City budget process, and limited information on the impact of some of the programs and activities proposed for funding. Despite these challenges, we achieved important successes, including kick starting a new board in a powerful and effective way, building equity and social justice into the process from the very beginning, and integrating diverse perspectives of different CAB members.

The CAB's process and approach for developing the 2018 and 2019 budget recommendations are described below.

Advance Equity in Healthy Food Access

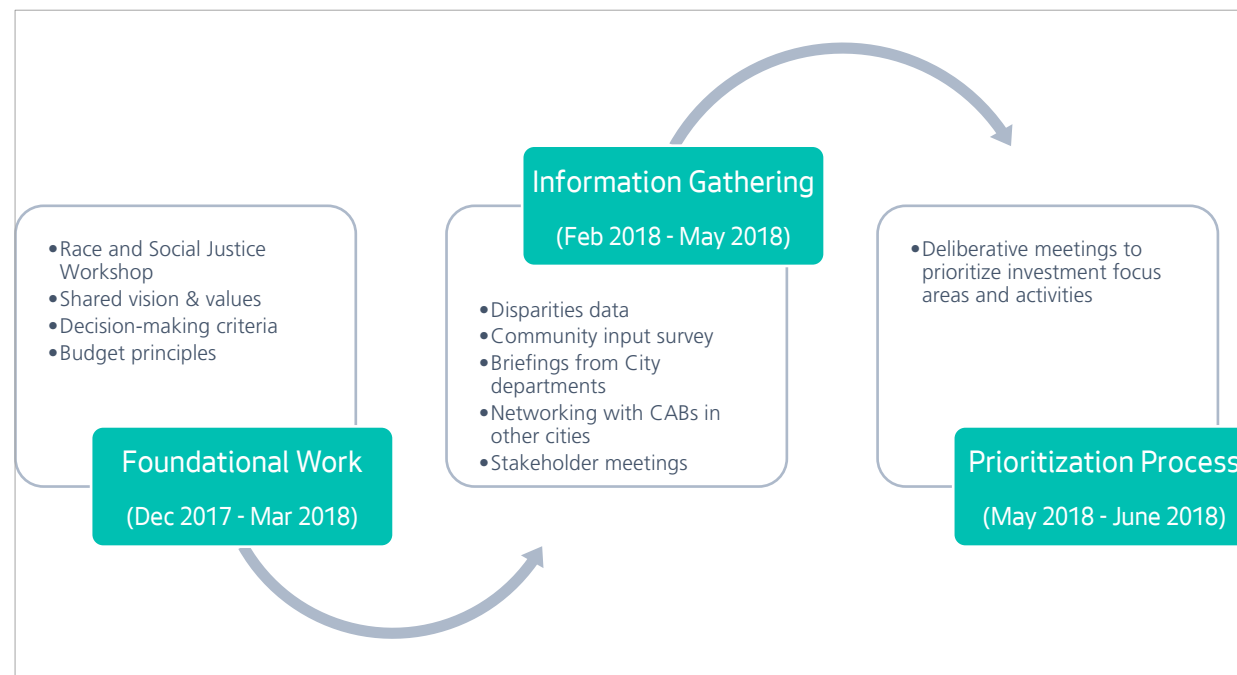
- ▶ Close food security gap
 - ▶ Increase access to healthy, affordable food
 - ▶ Build on successful programs serving low-income residents
 - ▶ Center on families w/ young children
-
- ▶ Community-based inv. to expand food access → food banks, meal programs
 - ▶ Fresh Bucks & F.B. to Go
 - ▶ Implementation of Seattle Food Action Plan

Advance Equity in Education

- ▶ Expand birth-to-5 interventions
 - ▶ Close the education and opportunity gap
-
- ▶ Evidence-based programs that improve the social, emotional, educational, physical, and mental health for children
 - ▶ Especially those services that seek to reduce disparities in outcomes for children: families based on race, gender, or other socioeconomic factors and prepare them for strong, fair start in kindergarten

PHASE 1: FOUNDATIONAL WORK

In the first phase of the work, the CAB worked to establish the foundation for a deliberate and strategic process. We participated in a **race and social justice workshop** to develop a shared understanding of how our work as a CAB can advance racial and social equity. We developed and adopted a **shared vision** for how the SBT investments can make a positive difference on the long-term future of the community. We also developed **core values** representing the shared beliefs and behaviors by which all CAB members agree to conduct themselves. Finally, we developed **criteria and budget principles** to help us assess and prioritize the investment focus areas and activities we ultimately recommended for funding with SBT revenue.



PHASE 2: INFORMATION GATHERING

In the second phase, the CAB focused on gathering information to inform our recommendations. This included *reviewing existing population data* from a variety of sources to gain a common understanding of the health, nutrition, and child wellbeing profiles of the City of Seattle and its communities. With limited resources and time, but a strong desire to gather information directly from people working in community, we conducted an *online survey* of food access and early learning organizations. The survey collected information on respondent's priorities and preferred strategies to close race and social disparities in food access, health, and child outcomes. We had *briefings from City departments* and held one-on-one *stakeholder meetings* with representatives from our own organizations to understand better the landscape of City-led and community-led food access and early learning programming. Finally, we developed relationships with soda tax boards and commissions in other cities (e.g. Boulder, Oakland, San Francisco) to understand how they were approaching their budget recommendations.

PHASE 3: PRIORITIZATION PROCESS

Finally, our last phase was a prioritization process. In May and June 2018, we took all the information we had amassed and, grounded in our foundational work (vision, values, and criteria), we set off to deliberate and decide on our 2018 budget recommendations. Several of our deliberative meetings were *interactive workshops* run by expert facilitators who helped us collaboratively articulate and prioritize the key outcomes we wanted to achieve and identify what activities and strategies would most likely produce desired results.

Vision, Values, Criteria, Budget Principles

The following statements were developed by the CAB to provide a solid foundation for values-driven budget recommendations rooted in racial equity and social justice.

VISION STATEMENT

The collective vision statement of the Sweetened Beverage Tax Community Advisory Board for how the beverage tax can have a positive influence on the long-term future of the community:

A connected community where healthy food and clean water are accessible to all, creating collective wellbeing and happiness and lifting the burden of disease and stress.

VISION

"A connected community where healthy food and clean water are accessible to all, creating collective wellbeing and happiness and lifting the burden of disease and stress."

CORE VALUES

The core values of the Sweetened Beverage Tax Community Advisory Board represent the beliefs and behaviors by which all CAB members shall conduct themselves and provide a foundation for decision-making and actions:

Racial Justice and Social Equity – We will strive for equitable distribution of resources and power to address the effects of classism and historic racism and its impact on health and education disparity.

Cultural humility – We recognize we will not know all the nuances of the cultural ways for everyone represented in the City of Seattle and therefore approach with humility, an open mind, and respect.

Voice of the community – We will center on the communities most impacted by health and education inequities and make space for them to speak their concerns and solutions.

Balance between community-driven solutions and scientific evidence – We acknowledge that innovative community ideas can provide important solutions to consider in balance with evidence-based programs.

Transparency – We commit to open and honest communication within the Community Advisory Board, community, and government regarding the tax decision making and how funds are used and distributed.

Accountability – We are responsible to hold the City accountable to the actions outlined in the ordinance and advise the City Council and Mayor based on our role of representing the community.

Trust – We commit to cultivating trust by building and repairing relationships

BUDGET PRINCIPLES

The budget recommendations of the Sweetened Beverage Tax Community Advisory Board are rooted in the fundamental conviction that investments supported by the beverage tax revenue should prioritize allocation of funds to communities disproportionately affected by health and education inequities, especially those related to the adverse health effects of sugary drinks. To ensure this, the CAB recommended the following budget and operational principles. We used these principles to develop our budget recommendations and we strongly recommend the City use them when developing and executing a plan for allocating Sweetened Beverage Tax revenue, including selecting activities and allocating funds to activities.

Priority populations: All programs and activities funded by the Sweetened Beverage Tax should focus on reaching communities of color, immigrants, refugees, people with low income, and individuals with limited-English proficiency. Youth from these communities are also a priority. These are also populations that are disproportionately targeted by the sugary drink industry.

Place-based focus areas: Programs and activities funded by the Sweetened Beverage Tax should focus on areas where communities of color, immigrants, refugees, people with low income and individuals with limited-English proficiency live.

Community-driven: Programs and activities funded by the Sweetened Beverage Tax should be led or guided by community-based organizations with authentic connections to the focus community. Authentic connections to the focus community is further defined in our criterion for Equity (see below).

Culturally-responsive: Programs and activities funded by the Sweetened Beverage Tax should be culturally responsive and delivered in ways that are accessible and comfortable for the focus population (or community).

Prevention-oriented: Programs and activities funded by the Sweetened Beverage Tax should focus on prevention of sugary drink consumption and the chronic conditions caused by sugary drinks.

FOCUS AREA AND ACTIVITY CRITERIA

In 2018, the CAB unanimously adopted the following criteria by which to assess and prioritize the focus areas and activities recommended for funding with Sweetened Beverage Tax revenue. The CAB applied these criteria during the development of the recommendations.

Equity

The activity is likely to reduce health and education disparities/advance health and education equity. The activity should focus on a population subgroup as defined by race/ethnicity, income, geography or language that is more impacted than the more privileged group.

The activity is led by organizations with authentic connections to the community that is the focus of the activity. The organization's leadership and staff reflect the culture and demographics of the focus community and seek to incorporate feedback from the community it serves.

Impact

The issue or activity is likely to exert a sustained, powerful positive influence on the outcome of interest because it has a meaningful effect on people it reaches and it reaches a large number of people in the focus population (impact = reach x effect).

Information shows that the activity is effective ("it works to produce the desired outcome"). Information can include experience from community with activity, program evaluations or scientific research.

Community interest and appropriateness to community

The activity is appropriate for or can be adapted to fit the needs, assets, and preferences of the community.

Builds capacity

The activity builds and strengthens the capacity of community leaders and organizations to lead, develop, implement, and sustain solutions to improve healthy food access and early learning outcomes.

Addresses current gap, need and/or builds on community assets

The activity complements existing activities – it fills a gap in existing activities and does not duplicate existing activities, or the activity builds on existing community assets.

Feasibility

The resources from the SBT are sufficient to support the activity. The expertise to implement the activity exists among those likely to conduct the activity.

Final Recommendations

The following summarizes key features of the CAB's 2018 and 2019 Budget Recommendations. To read the full recommendations, including detailed descriptions of the activities, [click here](#).

CAB'S 2018 BUDGET RECOMMENDATIONS

The original, adopted 2018 SBT budget was developed in 2017, before the CAB was convened. As a result, the initial allocation plan for how to spend the SBT revenue was developed by the City without CAB input. At the time, the SBT was expected to raise \$14.8 million in revenue and the majority of these funds were allocated across a range of programs and City departments. However, the adopted 2018 SBT budget also included \$2.77 million in funds reserved for the CAB's recommendations and available for appropriation later.

As a result, the CAB's 2018 Budget Recommendations were limited to these \$2.77 million in set-aside funds. The following table summarizes our recommendations. Detailed descriptions of the activities are available in the [original recommendations](#), starting on page 13.

| | | |
|---|------------|------------------|
| HEALTHY FOOD AND BEVERAGE ACCESS | 33% | \$915,801 |
|---|------------|------------------|

Activities (in order of priority):

1. Healthy food vouchers for people in the “food security gap”
2. Safe, high-quality water and water bottles
3. Subsidies to schools to provide more fresh fruits and vegetables
4. Scratch-cooking programs in school food services
5. “Pop-up” and small, mobile food retailers and food pantries

| | | |
|---|------------|------------------|
| COMMUNITY-BASED PROGRAMS AND ACTIVITIES <i>to support good nutrition and physical activity</i> | 20% | \$555,031 |
|---|------------|------------------|

Activities (in order of priority):

6. Community-based food and nutrition education
7. Good food bag/voucher programs in schools and childcare
8. Community-based meal providers and programs
9. Physical activity vouchers, incentives, and scholarship programs

| | | |
|---|------------|------------------|
| BIRTH-TO-THREE SERVICES AND KINDERGARTEN READINESS | 20% | \$555,031 |
|---|------------|------------------|

Activities (in order of priority):

10. Home visiting programs
11. Resource support for families from birth-to-three
12. Support for children with developmental delays
13. Social support and peer learning for families

| | | |
|--|-----------|------------------|
| PUBLIC AWARENESS CAMPAIGN ABOUT SUGARY DRINKS | 9% | \$249,764 |
|--|-----------|------------------|

Activities (coordinated and complementary):

14. Mass media counter-marketing campaign led by a community-based organization
15. Youth-led counter-marketing campaign led by a community-based organization

| | | |
|---|-----------|------------------|
| SUPPORT FOR PEOPLE WITH OBESITY AND DIABETES | 9% | \$249,764 |
|---|-----------|------------------|

Activities (coordinated and complementary):

16. Provision of healthy foods to people with diabetes or obesity
17. Community-based education and support for people with diabetes or obesity

| | | |
|---|-----------|------------------|
| EVALUATION SUPPORT FOR COMMUNITY-BASED ORGANIZATIONS | 9% | \$249,764 |
|---|-----------|------------------|

| | | |
|-----------------------------------|-------------|---------------------|
| Total 2018 set-aside funds | 100% | \$2,775,156* |
|-----------------------------------|-------------|---------------------|

*Includes a maximum of \$277,515 (10%) for capital projects

CAB'S 2019 BUDGET RECOMMENDATIONS

Consistent with the role described for the CAB in the SBT ordinance, the CAB unanimously decided not to limit its 2019 budget recommendations to the set-aside funds. Instead, we developed recommendations on *all 2019 SBT revenue intended for ongoing programming*. At the time we developed these 2019 recommendations, updated revenue forecasts were unavailable and the official projection was that SBT would raise \$14.8 million (although early reports of actual revenue collected suggested this was a highly conservative estimate). Ultimately, the adopted 2019 SBT budget assumed \$21.4 million in revenue would be collected.

Our approach for the 2019 recommendations was to use the same framework we developed for the 2018 set-aside funds (described above) and examine how the City-led programming, developed without input from the CAB or other stakeholders in the community, fit into our framework. The following table summarizes our 2019 recommendations. City-led programs and services in the 2018 SBT Budget are noted in *bold, italicized text*. Detailed descriptions of the activities are available in the [original recommendations](#), starting on page 19.

HEALTHY FOOD AND BEVERAGE ACCESS *in order of priority* **32.5%**

1. Healthy food vouchers for people in the “food security gap”
2. ***Fresh Bucks (OSE)***
3. Safe, high-quality water and water bottles
4. Subsidies to schools to provide more fresh fruits and vegetables
5. Scratch-cooking programs in school food services
6. “Pop-up” and small, mobile food retailers and food pantries
7. ***Food Banks (HSD)***

BIRTH-TO-THREE SERVICES AND KINDERGARTEN READINESS *in order of priority* **30.0%**

8. ***Home visiting programs (includes Parents Child Home Program)***
9. Resource support for families from birth-to-three
10. ***Support for children with developmental delays***
11. Social support and peer learning for families
12. ***Birth-to-Three Services (DEEL)***

COMMUNITY-BASED PROGRAMS / ACTIVITIES TO SUPPORT GOOD NUTRITION AND PHYSICAL ACTIVITY *in order of priority* **15.0%**

13. Community-based food and nutrition education
14. Physical activity vouchers, incentives, and scholarship programs
15. Good food bag/voucher programs in schools and childcare
16. ***Fresh Bucks To Go (HSD)***
17. ***Out-of-School Time Nutrition Programs (HSD)***
18. ***Farm-to-Table (HSD)***
19. Community-based meal providers and programs

PUBLIC AWARENESS CAMPAIGN ABOUT SUGARY DRINKS *coordinated and complementary* **9.5%**

20. Mass media counter-marketing campaign led by a community-based organization
21. Youth-led counter-marketing campaign led by a community-based organization

SUPPORT FOR PEOPLE WITH OBESITY AND DIABETES *coordinated and complementary* **10%**

22. Provision of healthy foods to people with diabetes or obesity
23. Community-based education and support for people with diabetes or obesity

EVALUATION SUPPORT FOR COMMUNITY-BASED ORGANIZATIONS **3.0%****2019 SBT Revenues** **100% ***

*Excludes the 20 percent set aside for one-time expenditures in the first five years of the tax, the tax evaluation, and the administrative support for the CAB.

Comparison of CAB's 2019 Recommendations vs. City's 2019 Spending Plan

Ultimately, the adopted 2019 SBT budget and spending plan did not fully align with the CAB's recommendations. For one, the Mayor's proposed budget included using nearly \$6 million in beverage tax revenue to supplant, or replace, general funds that supported existing food access and early childhood programs and services. The CAB strongly believes this funding swap is against the spirit and original legislative intent of the SBT ordinance as adopted. SBT revenue should be used to expand, supplement, and innovate, *not supplant*, programs and services that address inequities in food access, health and education outcomes. ([Click here](#) to read the CAB's October 2018 letter to City Council, urging it to reject the Mayor's funding swaps.)

In addition to the issue of supplanting, the SBT allocations did not fully align with the 2019 priorities and funding targets developed by the CAB. The funding levels and proportion of SBT revenue allocated to *Community-based Programs and Activities to Support Good Nutrition and Physical Activity, Public Awareness Campaign, Support for People with Diabetes and Obesity, and Evaluation Support for Community-based Organizations* are substantially lower than recommended by the CAB:

| | CAB RECOMMENDATIONS | | MAYOR'S 2019 PROPOSED BUDGET | |
|--|---------------------|---------------------|------------------------------|---------------------|
| ONGOING PROGRAMMING (\$18.5 MILLION) | 100% | \$17,400,000 | 100% | \$17,400,000 |
| Healthy Food and Beverage Access ¹ | 32.5% | \$5,653,695 | 42.3% | \$7,363,001 |
| Birth-to-Three Services ² | 30% | \$5,218,795 | 44.9% | \$7,810,298 |
| Programs for Good Nutrition & Physical Activity | 15% | \$2,609,398 | 8.5% | \$1,473,390 |
| Public Awareness/ Countermarking Campaign | 9.5% | \$1,652,618 | 1.4% | \$249,765 |
| Support for People with Diabetes and Obesity | 10% | \$1,739,598 | 1.4% | \$249,765 |
| Evaluation Support for Community-based Orgs | 3% | \$521,880 | 1.4% | \$249,765 |
| Support for the Community Advisory Board | | \$140,000 | | \$140,000 |

1. The City's 2019 spending plan includes over \$2.3 million for existing food access programs that were previously funded by general fund but then supplanted by SBT.
2. The City's 2019 spending plan includes nearly \$2.5 million for the existing Child Care Assistance Program, which was previously funded by general fund but then supplanted by SBT.

Other Recommendations Issued by the CAB in 2018 and 2019

In addition to the *2018-2019 Budget Recommendations*, the CAB issued the following recommendations:

Recommendations on the public awareness and countermarketing campaign supported by Sweetened Beverage Tax revenue (April 2019)

A letter to Ben Noble, City Budget Office Director, detailing the recommended scope and approach for a public awareness and countermarketing campaign supported by SBT revenue. The CAB specifically recommended Black and Latinx youth and young adults be the focus audience for this campaign and emphasized the work be designed and implemented through a collaborative relationship between a communications firm and community-based organizations.

Letter to the City Budget Office regarding creation of a Sweetened Beverage Tax Fund (April 2019)

A letter to Ben Noble, City Budget Office Director, in support of new budget legislation that would establish a separate SBT fund and include financial policies governing the use of the revenue that are consistent with the legislative intent expressed in the enabling ordinance. The CAB also urged the City to use SBT revenue solely to *expand* existing programs and develop *new* ones, as needed, to meet the legislative intent and not to use SBT revenue to supplant or replace funding for existing programs, regardless of the alignment of any such programs with legislative intent.

Supplement to 2018 and 2019 Budget Recommendations (August 2018)

A letter to Mayor Jenny Durkan with additional recommendations regarding the implementation of two food access activities (food vouchers for people in the food security gap, subsidies to schools to provide healthy food) featured in the CAB's 2018 and 2019 budget recommendations.

Recommendations for RFPs funded by Sweetened Beverage Tax Revenue (August 2018)

A letter to Mayor Jenny Durkan with structural and procedural recommendations on how to advance race and social justice through the City's grantmaking processes.

Statement on Sweetened Beverage Tax revenue higher than projected or programmed (August 2018)

A letter to Mayor Jenny Durkan, written in response to news that actual beverage tax revenue collected significantly exceeded the City's excessively conservative projections. In this letter, the CAB affirmed that all beverage tax revenue should be spent in accordance with the beverage tax ordinance and the CAB's recommendations.

Memo regarding 2018 budget provisos (March 2018)

A letter to the City Clerk recommending that Council lift the spending provisos placed on the healthy food access programs and birth-to-three services.

For a complete list of all of the CAB's recommendations over the years, [click here](#).



Budget Allocations

2018 Sweetened Beverage Tax Budget Allocations

Introduction and 2018 Budget Summary

The following chapter provides details on the 2018 Sweetened Beverage Tax budget and the funding allocation plan ultimately adopted by the City. Data on actual program spending is not included.

Note on table formatting:

The following tables use formatting typical of financial spreadsheets. Amounts that appear in red and in parentheses, e.g. (\$1.00), indicate negative dollar amounts. A negative amount represents funds the City allocated to a program or service to spend, or it may represent a deficit (a negative balance).

ACRONYMS IN THIS SECTION

AUD

Office of the City Auditor

CAB

Community Advisory Board

CBO

Community-based Organization

DEEL

Department of Education and Early Learning

FAS

Department of Finance and Administrative Services

FG

Finance General (where the City holds set-aside funds)

HSD

Human Services Department

OSE

Office of Sustainability & Environment

SBT

Sweetened Beverage Tax

In 2018, the SBT was projected to raise \$20.6 million. Of this, \$20 million was allocated to eligible programs and services, including approximately \$3 million for one-time or limited duration expenditures and \$17 million for ongoing expenditures (see Table 1). One-time and ongoing allocations are spending categories defined in the SBT enabling ordinance and described in detail below.

Table 1: 2018 Budget Summary

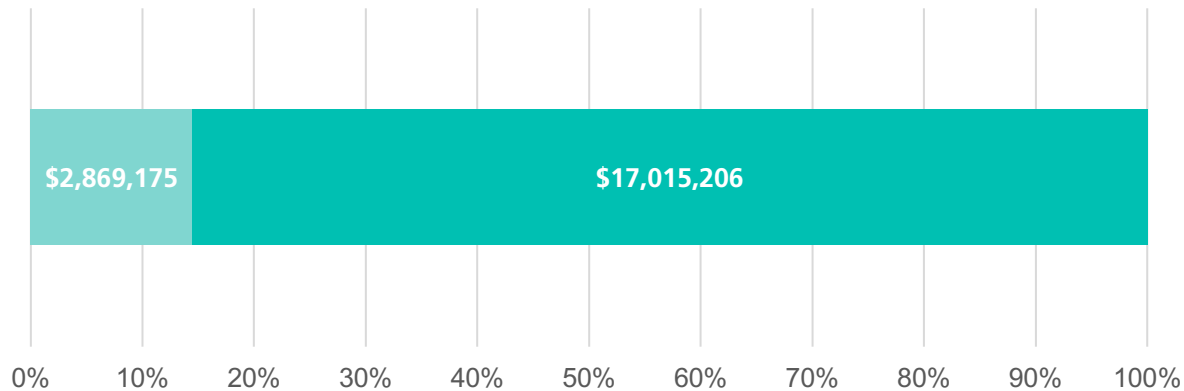
| LINE | ITEM | 2018 BUDGET TOTAL | DETAIL |
|------|--------------------------------|-----------------------|-------------------------|
| 1 | Total Projected SBT Revenue | \$20,663,300 | |
| 2 | One-Time Starting Fund Balance | (\$364,710) | Deficit from 2017 |
| 3 | Ongoing Starting Fund Balance | (\$120,000) | Deficit from 2017 |
| 4 | Total Revenue | \$20,178,290 | Line 1 minus Lines 2-3 |
| 5 | Total One-Time Allocations | (\$2,869,175) | See Table 2 for details |
| 6 | Total Ongoing Allocations | (\$17,015,206) | See Table 4 for details |
| 7 | Total Allocations | (\$19,884,381) | Sum of Lines 5-6 |
| 8 | Net Surplus / (Deficit) | \$293,909 | Line 4 minus Line 7 |

Actual revenue collected in 2018 was \$22.9 million (see the *Tax Implementation* chapter for details). The City will allocate the surplus 2018 revenue through 2019 legislation and the 2020 budget process.

Chart 1 shows the percent breakdown of one-time versus ongoing allocations in 2018. Of the nearly \$20 million in SBT revenue allocated, 86% (\$17 million) was allocated to eligible ongoing programs and services and 14% (\$2.9 million) was allocated to one-time or limited duration expenditures.

Chart 1 - 2018 One-time vs. Ongoing Allocations

(See Table 2 and Table 4 for details)



■ One-time allocations, per ordinance:

- Tax set-up
- 13th Year Promise
- Job training (set-aside)
- Capital projects for Preschool (set-aside)

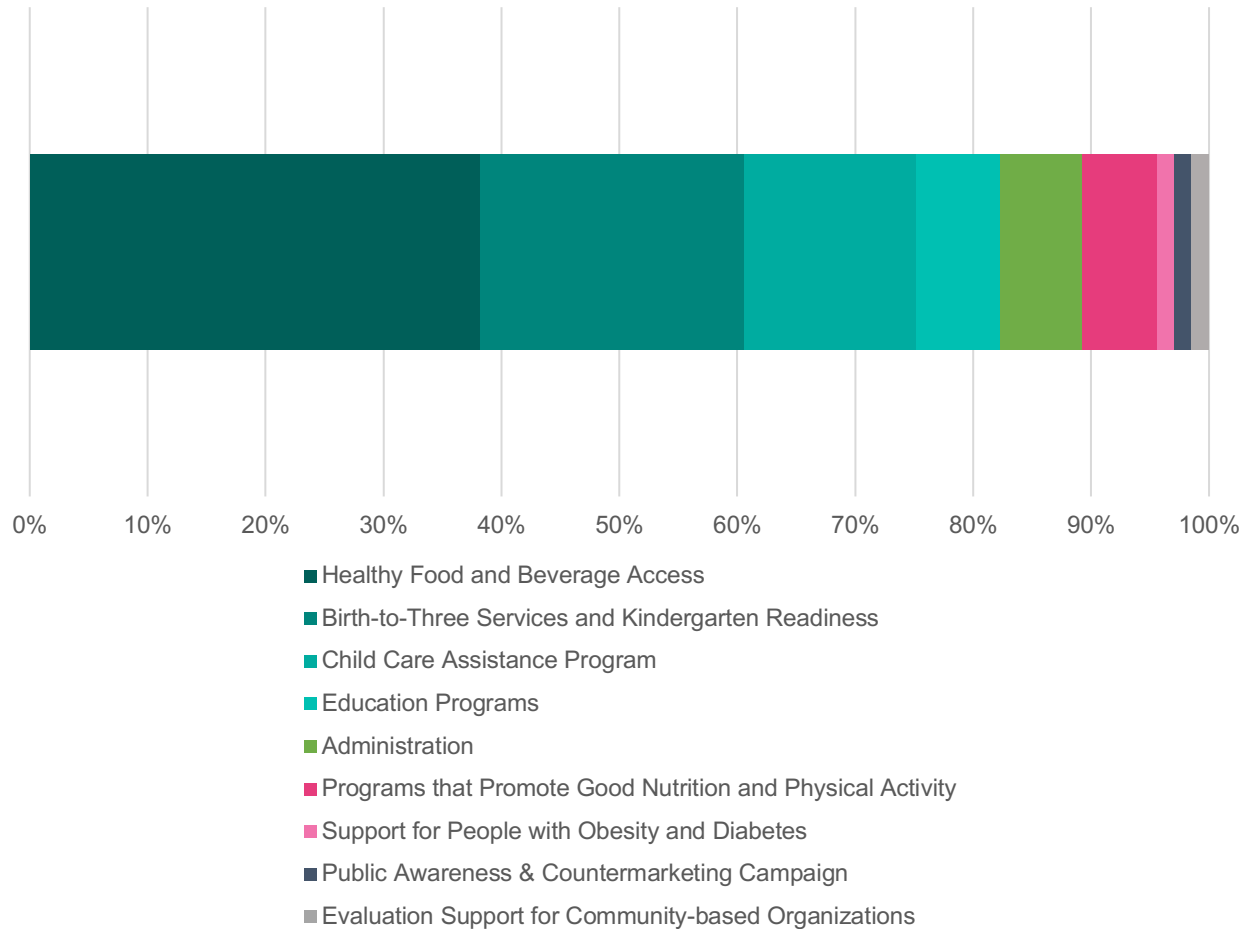
■ Ongoing allocations, per ordinance:

- Healthy food access
- Child health and development
- Tax administration
- Support for the CAB
- Tax evaluation

The \$17 million allocated for ongoing expenditures support a variety of programs and services within focus areas that align with the ordinance and the CAB's recommendations (see Chart 2 and Table 4 for full details).

Chart 2 - 2018 Ongoing Allocations (\$17 million)

(See Table 4 for details)



One-Time Eligible Expenditures

According to the SBT ordinance, for the first five years the tax is collected, a portion of the net proceeds goes to the following, in order of priority:

1. One-time costs necessary to administer the tax;
2. Up to \$5 million to an endowment for the Seattle Colleges 13th Year Promise Scholarship program;
3. Up to \$1.5 million for job retraining and placement programs for workers adversely impacted by the tax; and
4. Funding for capital projects to construct or enhance classroom facilities for use by the Seattle Preschool Program.

The original ordinance, [Ordinance 125324](#), dedicated a 20 percent set-aside for these one-time expenditures. In November 2018, [Ordinance 125718](#) was passed and amended the original ordinance so that the portion of the net proceeds set-aside for one-time expenditures shall be as follows: 20 percent in the first year (2018) and 10 percent in each of the second, third, fourth, and fifth years of tax collections.

Beginning in the sixth year of tax collections, all net proceeds shall be for ongoing programs and services, defined below.

Ongoing Eligible Expenditures

After taking care of one-time expenditures, the ordinance specifies that net proceeds from the tax go to the following, in order of priority:

1. Expanding access to healthy and affordable food, closing the food security gap and promoting healthy food choices through programs including, but not limited to:
 - a. Community-based investments to expand food access, such as food banks and meal programs;
 - b. Fresh Bucks and Fresh Bucks to Go;
 - c. Implementation of the Seattle Food Action Plan;
 - d. Public health and nutrition programs targeted to assist those experiencing diabetes and obesity;
 - e. Public awareness campaigns to highlight the impact of sugar-sweetened beverages on health outcomes and increase education about healthy food and beverages; and

- f. Capital investments to promote healthy choices, such as water bottle filling stations in schools and community centers.
2. Evidence-based programs that improve the social, emotional, educational, physical and mental health of children, especially those services that seek to reduce the disparities in outcomes for children and families based on race, gender or other socioeconomic factors and to prepare children for a strong and fair start in kindergarten.
3. Administration of assessing and collecting the tax.
4. Ensuring resources for the Office of Sustainability & Environment and the Sweetened Beverage Tax Community Advisory Board.
5. The cost of program evaluations conducted by the Office of the City Auditor, including costs borne by other city departments in facilitating such evaluations.

In the annual City budget or by separate ordinance, the City's legislative authority shall from year to year determine the services and funding allocations that will most effectively achieve the goals and outcomes in accordance with chapter 35.32A RCW.

One-Time Allocations in 2018

Table 2 shows how the one-time funds were allocated in 2018, consistent with the ordinance. In 2018, there was \$4.1 million available for one-time expenditures. After accounting for \$365,000 spent in one-time administrative setup costs in 2017 and deducting \$2.9 million allocated for one-time expenditures, there is a \$900,000 remaining balance in one-time funds. The City will allocate the surplus 2018 revenue through 2019 legislation and the 2020 budget process.

Table 2: 2018 One-Time Funds

| LINE | ITEM | DEPT | 2018 PLANNING TOTAL | DETAIL |
|------|--|------|----------------------|----------------------|
| 1 | One-Time Starting Fund Balance ¹ | | (\$364,710) | Spending from 2017 |
| 2 | Total One-Time Expenditures Per Ordinance | | \$4,133,285 | 20% of net proceeds |
| 3 | Tax Administration Setup | FAS | (\$967,290) | |
| 4 | Job Training Set Aside (Up To \$1.5 Million) | FG | (\$500,000) | |
| 5 | 13th Year (Up To \$5.0 Million) | DEEL | (\$1,381,885) | |
| 6 | Capital Preschool Projects | DEEL | \$0 | |
| 7 | Tax Evaluation | AUD | (\$20,000) | |
| 9 | Total One-Time Revenues | | \$3,768,575 | Line 2 minus Line 1 |
| 10 | Total One-Time Allocations | | (\$2,869,175) | Sum of Lines 3-7 |
| 11 | Net One-Time: Surplus / (Deficit) | | \$899,400 | Line 9 minus Line 10 |

1. In 2017, FAS spent approximately \$365,000 for tax implementation work required before the tax went into effect on January 1, 2018.

Ongoing Allocations in 2018

In 2018, the City reserved \$2.77 million for the CAB's recommendations. The CAB finalized its recommendations in July 2018 (see the *CAB's 2018-2019 Budget Recommendations* chapter for details). During the 3rd quarter supplemental budget process, the City allocated all \$2.77 million to the relevant departments to fulfill the CAB's recommendations and priority activities (see Table 3).

Table 3: 2018 CAB Set-Aside Funds

| CAB FOCUS AREA AND ACTIVITY | DEPT. | AMOUNT | EXPANSION OR NEW PROGRAM |
|---|-------|--------------------|--------------------------|
| Total Reserved for CAB Recommendations | FG | \$2,775,156 | |
| Healthy Food and Beverage Access | | (\$915,801) | |
| Fresh Bucks | OSE | (\$480,000) | Expansion |
| Subsidies to schools for fruits and vegetables | OSE | (\$388,000) | New |
| Community-based meal providers and programs | HSD | (\$47,801) | Expansion |
| Programs that Promote Good Nutrition and Physical Activity | | (\$555,031) | |
| Community-based meal providers and programs | HSD | (\$285,531) | Expansion |
| Fresh Bucks to Go | HSD | (\$209,500) | Expansion |
| Community-based food and nutrition education | HSD | (\$60,000) | Expansion |
| Birth-to-Three Services and Kindergarten Readiness | | (\$555,031) | |
| Support for families of children 0-3 with developmental delays | DEEL | (\$175,000) | Expansion |
| Developmental and Health Support for 0-3 Providers | DEEL | (\$166,000) | Expansion |
| Coaching for 0-3 Child Care Providers | DEEL | (\$114,031) | Expansion |
| Home Visiting Programs | DEEL | (\$100,000) | Expansion |

| CAB FOCUS AREA AND ACTIVITY | DEPT. | AMOUNT | EXPANSION OR NEW PROGRAM |
|--|------------------|----------------------|--------------------------|
| Support for People with Diabetes and Obesity | | (\$249,764) | |
| Provision of healthy foods to people with diabetes ¹ | HSD | (\$140,000) | Expansion |
| Provision of healthy foods to people with diabetes ² | OSE | (\$55,000) | Expansion |
| Community-based education and support ³ | HSD | (\$54,764) | Expansion |
| Public Awareness Campaign about Sugary Drinks | | (\$249,765) | |
| Mass Media Counter-Marketing Campaign Led by a CBO | HSD | (\$200,000) | New |
| Youth-Led Counter-Marketing Campaign Led by a CBO | HSD | (\$49,765) | New |
| Evaluation Support for CBOs | | (\$249,764) | |
| Evaluation Support for CBOs | AUD ⁴ | (\$249,764) | New |
| Total CAB recommendations | FG | (\$2,775,156) | |
| Net Reserved for CAB Recommendations: Surplus / (Deficit) | FG | \$0 | |

1. Funds expanded Senior Meal Delivery (\$70,000) and Farm to Preschool (\$70,000).
2. Funds expanded Fresh Bucks Rx.
3. Funds expanded chronic disease management classes (Living Well with Diabetes workshop series).
4. These funds will be re-allocated to HSD.

Table 4 outlines how all the SBT ongoing funds were planned in 2018, aligned to the CAB's recommendations, including the \$2.77 million in CAB funds (as shown in Table 3). City departments determine the exact implementation of these programs as directed by the Mayor, with additional guidance and spending restrictions imposed by the City Council, all informed by the recommendations of the CAB.

In 2018, there was \$16.5 million available for ongoing expenditures. After paying back a \$120,000 deficit from 2017 and deducting \$17 million allocated for ongoing expenditures, there is a \$600,000 deficit in ongoing funds. The City will allocate the surplus 2018 revenue through 2019 legislation and the 2020 budget process.

Program marked with an asterisk (*) are included in the chapters *Healthy Food Access Program Highlights* and *Early Learning Program Highlights*.

Table 4: 2018 Ongoing Funds

| LINE | ITEM | DEPARTMENT | 2018 BUDGET TOTAL | DETAIL |
|------|---|------------|----------------------|---------------------|
| 1 | Ongoing Starting Fund Balance ¹ | | (\$120,000) | Deficit from 2017 |
| 2 | Total Ongoing Expenditures Per Ordinance | | \$16,529,715 | 80% of net proceeds |
| 3 | Total Administration | | (\$1,187,300) | Sum of Lines 4-6 |
| 4 | Tax Evaluation | AUD | (\$860,000) | |
| 5 | Tax Administration | FAS | (\$179,711) | |
| 6 | Board Administration | OSE | (\$147,589) | |
| 7 | Healthy Food and Beverage Access | | (\$6,501,544) | Sum of Lines 8-16 |
| 8 | Fresh Bucks* | OSE | (\$2,778,151) | |
| 9 | Food Banks* | HSD | (\$1,549,473) | |
| 10 | Farm-to-Table* | HSD | (\$446,939) | |
| 11 | Subsidies to Schools for Fruits and Vegetables* | OSE | (\$388,000) | |
| 12 | Senior Congregate Meals* | HSD | (\$372,000) | |
| 13 | Senior Meal Delivery* | HSD | (\$346,000) | |
| 14 | Out-of-School Nutrition Time* | HSD | (\$249,553) | |
| 15 | Food Policy Programming | OSE | (\$323,627) | |
| 16 | Community-based meal providers and programs* | HSD | (\$47,801) | |
| 17 | Programs that Promote Good Nutrition and Physical Activity | | (\$1,082,324) | Sum of Lines 18-20 |
| 18 | Fresh Bucks to Go* | HSD | (\$736,793) | |

| LINE | ITEM | DEPARTMENT | 2018 BUDGET TOTAL | DETAIL |
|------|--|------------|----------------------|--------------------|
| 19 | Community-based meal providers and programs* | HSD | (\$285,531) | |
| 20 | Community-based food and nutrition education | HSD | (\$60,000) | |
| 21 | Birth-to-Three Services and Kindergarten Readiness | | (\$3,815,031) | Sum of Lines 22-28 |
| 22 | Health Consultation, Coaching and Training for 0-3 Providers* | DEEL | (\$1,486,524) | |
| 23 | DEEL Infrastructure to support new 0-3 programming | DEEL | (\$858,683) | |
| 24 | Family Child Care Initiative* | DEEL | (\$378,824) | |
| 25 | Parent-Child Home Program* | DEEL | (\$525,000) | |
| 26 | Developmental Bridge Program* | DEEL | (\$316,000) | |
| 27 | City/County Collaboration and Support | DEEL | (\$150,000) | |
| 28 | Home Visiting Program | DEEL | (\$100,000) | |
| 29 | Child Care Assistance Program* | DEEL | (\$2,486,214) | |
| 30 | Education Programs² | DEEL | (\$1,193,500) | Sum of Lines 31-34 |
| 31 | Culturally Specific Summer Learning | DEEL | (\$461,250) | |
| 32 | Innovation High School | DEEL | (\$440,750) | |
| 33 | Summer Melt Prevention | DEEL | (\$102,500) | |
| 34 | Our Best | DEEL | (\$189,000) | |
| 35 | Support for People with Diabetes and Obesity | | (\$249,764) | Sum of Lines 36-38 |
| 36 | Provision of healthy foods to people with diabetes ³ | HSD | (\$140,000) | |
| 37 | Provision of healthy foods to people with diabetes ^{4*} | OSE | (\$55,000) | |
| 38 | Community-based education and support ⁵ | HSD | (\$54,764) | |

| LINE | ITEM | DEPARTMENT | 2018 BUDGET TOTAL | DETAIL |
|------|---|------------------|---------------------|---|
| 39 | Public Awareness Campaign about Sugary Drinks | HSD | (\$249,765) | |
| 40 | Evaluation Support for CBOs | AUD ⁶ | (\$249,764) | |
| 41 | Total Ongoing Revenues | | \$16,409,715 | Line 2 minus Line 1 |
| 42 | Total Ongoing Allocations | | (\$17,015,206) | Sum of Lines 3, 7, 17, 21, 29, 30, 35, 39, 40 |
| 43 | Net Ongoing: Surplus / (Deficit) | | (\$605,491) | Line 41 minus Line 42 |

1. In 2017, \$120,000 was spent on the SBT Evaluation for data collection and other evaluation activities that measured baseline data before the tax went into effect. For more information, see the *SBT Evaluation* chapter.)
2. Beginning in 2019, these programs will no longer receive SBT funding.
3. Funds expanded Senior Meal Delivery (\$70,000) and Farm to Preschool (\$70,000).
4. Funds expanded Fresh Bucks Rx.
5. Funds expanded chronic disease management classes (Living Well with Diabetes workshop series).
6. This funding will be re-allocated to HSD.



Healthy Food Access Program Highlights



Healthy Food Access Program Highlights

The City envisions an equitable food system where everyone—regardless of income, race, or life situation—can access and afford healthy and culturally appropriate food. To achieve this vision, the City invests in a range of strategies and interventions designed to span age groups (from children to adults) and meet people where they access food (childcare, schools, grocery stores, food banks, farmers markets). Ultimately, the City’s multipronged approach helps make healthy food available and affordable, while supporting a sustainable local food and agriculture economy.

The City has a long history of funding food access programming. However, new revenue from the Sweetened Beverage Tax (SBT) has enabled the City of Seattle’s Office of Sustainability & Environment (OSE) and Human Services Department (HSD) to expand the income eligibility threshold for some programs, offer programs in additional locations, form new community partnerships, and serve a greater number of Seattle residents.

Why Focus on Food Access?

Research consistently shows communities of color, immigrants and refugees, seniors, and individuals with lower incomes and educational attainment are more likely to be food insecure¹. These groups are also more likely to have lower diet quality and more exposure to unhealthy foods and, as a result, higher rates of nutrition-related disease like obesity, diabetes, and heart disease². Investing in healthy food access can reduce racial and health disparities and improve community health. The City is prioritizing investments in communities at high risk of food insecurity, with a focus on eliminating barriers and promoting healthy and culturally responsive food choices.

Investments in healthy food access support the City’s work in other priority areas such as education, homelessness, and affordability. Research has consistently shown a strong connection between healthy eating, physical activity, and academic achievement³. Put simply, healthy students are better learners. City programs that help families stretch their limited food budgets reduce the tradeoffs families make between spending money on transportation or utilities or putting healthy food on the table. For a city grappling with issues around affordability, investments in healthy food access are investments in residents’ health and long-term self-sufficiency.

A close-up photograph of a woman with a warm smile, wearing a vibrant blue hijab. The background is softly blurred, showing hints of greenery and a building. The image occupies the right half of the page, serving as a visual backdrop for the text on the right.

**Investing in
healthy food
access can
reduce racial and
health
disparities and
improve
community
health.**

Photo credit: Naomi Ishisaka

This chapter highlights the work of the City and its community partners in 2018 to expand access to healthy and affordable food, close the food security gap, and promote health.

The following programs are included, in order of appearance:

- ✓ Fresh Bucks
- ✓ Fresh Bucks to Go
- ✓ Farm to Table
- ✓ Fresh Fruit & Vegetable Program Expansion
fruit and vegetable snacks in schools
- ✓ Out-of-School Nutrition Time
- ✓ Community-Based Meal Programs
- ✓ Senior Congregate Meals and Senior Home Delivery
- ✓ Food Banks

Fresh Bucks

2018 ALLOCATION **\$2,833,151**

www.Seattle.gov/freshbucks or www.Freshbuckseattle.org

Program Description

Fresh Bucks is a healthy food program that helps Seattle residents afford fruits and vegetables. Fresh Bucks provides incentives and vouchers that customers can use like cash to buy fruits and vegetables at participating farmers markets, neighborhood grocers, and Safeway stores.

In 2018, Fresh Bucks had several ways of reaching customers:

- ✓ **Fresh Bucks Match** – Customers who spend their SNAP food benefits (formerly called food stamps) at participating Fresh Bucks locations earn Fresh Bucks dollars they can use to buy fruits and vegetables.
- ✓ **Fresh Bucks Vouchers** – Health and social service providers prescribe fruit and vegetable vouchers to eligible patients. Patients can use their vouchers like cash to buy fruits and vegetables at participating locations. In clinic settings, this is referred to as Fresh Bucks Rx.
- ✓ **Fresh Bucks Food Bags** – Eligible and enrolled customers sign up for Fresh Bucks Food Bags, a weekly produce subscription service available at affordable prices through partner organizations.

SUMMARY PREPARED BY

**Office of
Sustainability &
Environment**



Photo credit: Naomi Ishisaka

Fresh Bucks builds on the priorities of the community in the following ways:

Equity

Fresh Bucks helps to reduce racial disparities in access to healthy food. In 2018, 83 percent of *Fresh Bucks Rx* participants were people of color. Fresh Bucks also helps to reduce income inequality. Residents on a tight budget have consistently reported cost as the top challenge when it comes to buying healthy food. Fresh Bucks helps by increasing customers' purchasing power so they can buy more fruits and vegetables.

Immigrant-Owned Businesses

Fresh Bucks supports small, immigrant-owned businesses to increase the availability of fruits and vegetables in their stores. Participating stores have reported attracting new customers, increasing the variety and quantity of produce for sale, and increasing their sales.

Local Agriculture

Fresh Bucks spent at farmers markets support local famers and boost the local economy. For every \$1 of Fresh Bucks spent at farmers markets, \$1.79 is generated in the local economy, based on an estimate from the U.S. Department of Agriculture. This translated into \$640,000 in local economic impact in 2018.

Community-Based Organizations

Community-based organizations rooted in communities of color and low-income communities serve as trusted partners of the program, bringing Fresh Bucks to new customers and providing complementary activities like cooking classes, community meals, and farmers market tours.

"We have received fabulous feedback after residents received Fresh Bucks vouchers. One resident said this is the most tangible, helpful thing CHH has ever done for their household!"

Ashley Thomas

Resident Services Coordinator,
Capitol Hill Housing (CHH)

2018 Key Accomplishments

In 2018, more people were able to access and use Fresh Bucks in more places. Thanks to SBT investments, Fresh Bucks was able to expand and enhance all areas of its programming.

- ✓ Perhaps the biggest enhancement for Fresh Bucks was in program eligibility. Prior to SBT, due to restrictions in the federal grant that supports the program, Fresh Bucks was only available to people who use SNAP. With new funding from SBT, the City expanded eligibility for *Fresh Bucks Vouchers* and *Fresh Bucks Food Bags* to reach people who don't qualify for state and federal food benefit programs but still struggle to afford healthy food due the high cost of living in Seattle. Advocates in the community call this expansion "filling the food security gap" and it was a priority recommendation of the Sweetened Beverage Tax Community Advisory Board.
- ✓ In addition to expanding eligibility for *Fresh Bucks Vouchers*, the program widened its voucher distribution network to reach even more customers. The program worked with more health clinic partners while also building new partnerships with affordable housing providers, food banks, community colleges, social services providers, and community-based organizations. Overall, Fresh Bucks voucher spending by customers increased by 1,160 percent because of SBT funding.
- ✓ Retail participation in Fresh Bucks expanded to 22 new Seattle locations in 2018, including 17 Safeway stores. With Safeway as a participating retailer, Fresh Bucks customers now have more year-round options for where they can buy fruits and vegetables using Fresh Bucks.
- ✓ In past years, there was a \$10 limit on how much a customer could earn with *Fresh Bucks Match*. SBT funds enabled the program to remove this restriction and in 2018 there was no limit to how much a customer could earn.



Photo credit: Naomi Ishisaka

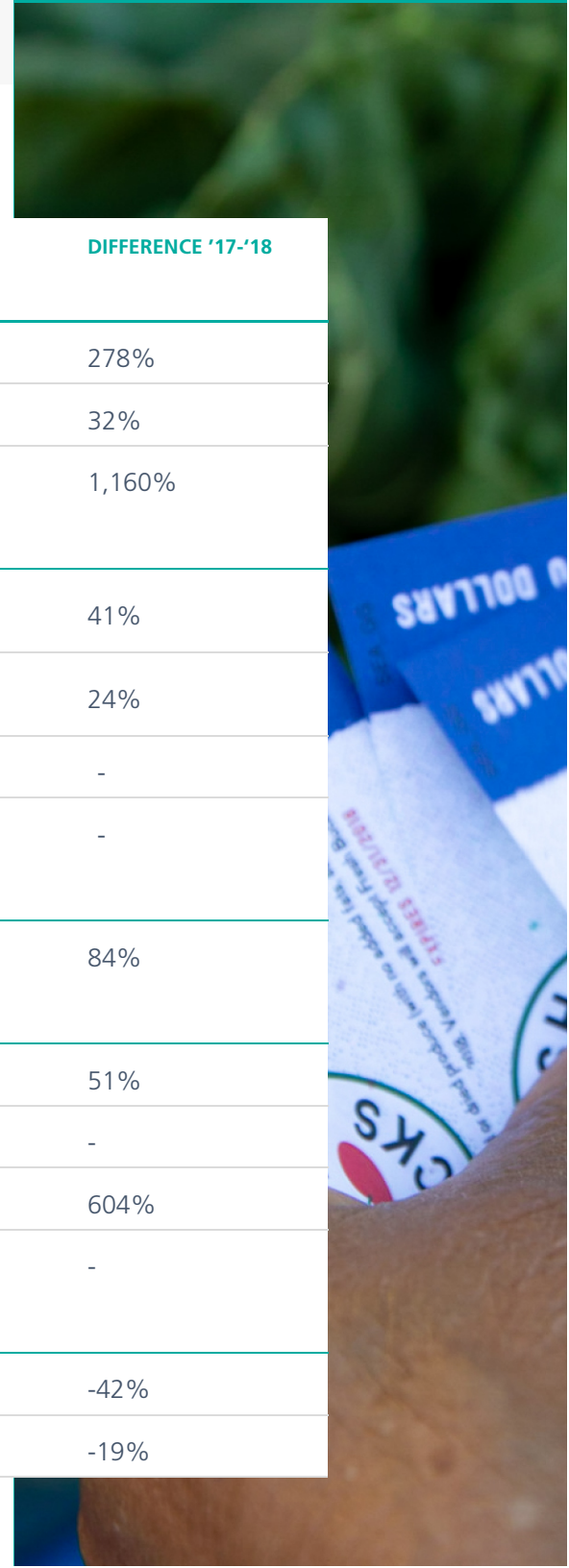
Looking Ahead to 2019

In 2019, Fresh Bucks will continue to expand and enhance its programming thanks to new funds from SBT. For example, *Fresh Bucks Voucher* programming will expand to deliver more benefits and reach more families in the food security gap. In 2019, the program is working with eight community-based organizations (CBOs) to run an enrollment campaign to qualify and enroll even more residents into Fresh Bucks so customers can receive \$40 per month in Fresh Bucks vouchers by mail. The partnering CBOs are experts in serving priority communities most impacted by food insecurity and unequal access to resources and opportunities due to structural and systemic racism, including low-income Hispanic, Black/African American, American Indian/Alaska Native (AIAN), Native Hawaiian Pacific Islander (NHPI) communities, and immigrants and refugees. Additionally, Fresh Bucks will expand its network of community-based partners who provide cooking classes, farmers market tours, and other complementary programming. Finally, Fresh Bucks will explore opportunities to expand its retail network so customers can use their Fresh Bucks to purchase fruits and vegetables at even more locations.

In 2019, Fresh Bucks will continue to expand and enhance its programming thanks to new funds from SBT.

2018 Select Program Results

| | 2017 (PRE-SBT) | 2018 | DIFFERENCE '17-'18 |
|--|----------------|-------------|--------------------|
| FRESH BUCKS CUSTOMER SPENDING (SEATTLE ONLY¹) | | | |
| Total Fresh Bucks redeemed (includes SNAP Match and Vouchers) | \$248,908 | \$1,321,696 | 278% |
| Fresh Bucks redeemed through SNAP Match | \$172,700 | \$361,617 | 32% |
| Fresh Bucks redeemed through Vouchers | \$76,208 | \$960,079 | 1,160% |
| FRESH BUCKS CUSTOMER ACTIVITY² | | | |
| # of individual customers who shopped at farmers markets and neighborhood stores | 3,392 | 4,779 | 41% |
| # of customer visits (transactions) at farmers markets and neighborhood stores | 12,211 | 15,202 | 24% |
| # of individual customers who shopped at Safeway | Not offered | 13,904 | - |
| # of customer visits (transactions) at Safeway | Not offered | 33,755 | - |
| FRESH BUCKS LOCATIONS | | | |
| # of retailers in Seattle that accept Fresh Bucks | 26 | 48 | 84% |
| FRESH BUCKS FOOD BAGS | | | |
| # of participating households | 122 | 184 | 51% |
| # of pick-up locations | N/A | 19 | - |
| Total bags distributed | 545 | 3,839 | 604% |
| Bags distributed to customers in the food security gap | Not offered | 3,536 | - |
| FRESH BUCK RX CUSTOMER RACE/ETHNICITY³ | | | |
| Asian | 16% | 9.25% | -42% |
| Black / African American | 39% | 31.67% | -19% |



| | 2017 (PRE-SBT) | 2018 | DIFFERENCE '17-'18 |
|-------------------|----------------|--------|--------------------|
| Hispanic / Latinx | 6% | 30.42% | 407% |
| Native American | 1% | 12.01% | 1,101% |
| Pacific Islander | 0% | 0.9% | - |
| White | 28% | 10.21% | -64% |
| Other | 4% | 3.75% | 6% |
| Did Not Respond | 5% | 2.1% | -79% |

1. Data shown is for Seattle-based sites only. However, Fresh Bucks is a countywide program supported by braiding grant and SBT funding. In 2018, **\$1,477,138** in Fresh Bucks were redeemed countywide.
2. Data shown is for Seattle-based sites only. However, Fresh Bucks is a countywide program supported by braiding grant and SBT funding. In 2018, 6,699 individual customers participated in 19,983 customer visits at farmers markets and neighborhood stores countywide.
3. In 2018, the program was only able to collect race/ethnicity data through *Fresh Bucks Rx*. However, in 2019, Fresh Bucks will collect demographic data for all *Fresh Bucks Voucher* customers, enabling better tracking of how the program is reaching priority communities.

Community Partners

In 2018, OSE contracted with the following nonprofit community organizations to run Fresh Bucks:

- ✓ Black Dollar Days Task Force
- ✓ Casa Latina
- ✓ Got Green
- ✓ Harborview
- ✓ Horn of Africa
- ✓ Kaiser Permanente
- ✓ Latino Community Fund
- ✓ Neighborcare
- ✓ Neighborhood Farmers Market Alliance
- ✓ Odessa Brown Children's Clinic
- ✓ Pike Place Market Foundation
- ✓ Queen Anne Farmers Market
- ✓ Rainier Beach Action Coalition
- ✓ Roots of All Roads
- ✓ Seattle Farmers Market Association
- ✓ Seattle Indian Health Board
- ✓ Seattle Tilth
- ✓ Somali Health Board



Fresh Bucks to Go

2018 ALLOCATION **\$736,793**

Program Description

Fresh Bucks to Go delivers free bags of local fruits and vegetables to participating Seattle Preschool Program sites so families can pick up healthy groceries at the same time they pick up their children. The bags are filled with enough locally sourced fresh fruits and vegetables to provide two to three servings per person for a family of four for three to four days. Each bag contains between 10 and 15 pounds of produce, depending on the type of produce available that season. Each bag also contains easy recipes adults and children can prepare together using the produce provided.

Fresh Bucks to Go builds on the priorities of the community in the following ways:

| | |
|----------------------------------|--|
| Equity | Fresh Bucks to Go helps to reduce racial disparities in access to healthy food. The program is offered through the Seattle Preschool Program and serves 80 percent children of color and 76 percent low-income families. Fresh Bucks to Go also helps to reduce income inequality. Residents on a tight budget have consistently reported cost as the top challenge when it comes to buying healthy food. Fresh Bucks to Go helps by providing families with young children free bags of fresh, local produce. |
| Holistic Service Delivery | <i>Fresh Bucks to Go</i> is an example of holistic service delivery – integrating preschool, nutrition, and food security services in one place. |
| Local Agriculture | <i>Fresh Bucks to Go</i> sources 100% of the fruits and vegetables it provides from Washington farmers and prioritizes purchases from farmers of color and immigrant and refugee farmers. |

SUMMARY PREPARED BY

**the Human
Services
Department (HSD)**

2018 Key Accomplishments

One of the biggest challenges for any food delivery service is getting the product to the customer in a timely, efficient, and cost-effective manner. After piloting *Fresh Bucks to Go* in 2017, partnering agencies took what they learned to increase efficiency in their deliveries and, coupled with increased funding through the Sweetened Beverage Tax, were able to offer bags of produce year-round and double the number of families served. Another key accomplishment is that almost half (46%) of the *Fresh Bucks to Go* produce was purchased from immigrant/refugee farmers.

Lookahead to 2019

Fresh Bucks to Go will continue to deliver free bags of local fruits and vegetables to participating Seattle Preschool Program sites so families can pick up healthy groceries at the same time they pick up their children.

2018 Select Program Results

| | 2017 (PRE-SBT) | 2018 | % BETWEEN '17-'18 |
|--|------------------|--------|-------------------|
| # of Fresh Bucks to Go sites | 32 | 45 | 41% |
| # of families served | 700 | 1,473 | 110% |
| # of produce bags distributed | 4,257 | 24,846 | 484% |
| % families surveyed that reported higher consumption of fruits and vegetables ¹ | 88% | 86% | -2% |
| % of produce purchased from Washington farmers | 100% | 100% | 0% |
| % of produce purchased from immigrant/refugee farmers | N/A ² | 46% | - |

1. If comparing 2017 and 2018 data, do so with caution. The 2017 data are from a smaller sample of respondents who participated in the shorter, 10-week pilot program.
2. Data not collected during the pilot program.



Photo credit: Marcela Gara from Resource Media

Community Partners

In 2018, HSD contracted with the following nonprofit community organizations to run *Fresh Bucks to Go* at participating sites:

- ✓ Seattle Tilth Association
- ✓ Pike Market Preservation and Development Authority

"It was wonderful to be able to surprise our families with fresh fruits and veggies. The children were also talking about the recipe and planning to make it at home."

Snezhana Chiecsek

Director of Early Learning Greenwood
NW Center Kids

Farm to Table

2018 ALLOCATION **\$516,939**

Program Description

Farm to Table provides healthy food stipends to Seattle Preschool Program sites and childcare programs so these sites can increase their offerings of locally-grown, healthy food to the children in their care. Participating sites also provide related nutrition education and training for providers on child nutrition, food preparation, food justice, gardening, and local food procurement.

In 2018, with SBT funds, *Farm to Table* expanded service delivery and increased the capacity of Tilth Alliance to serve additional sites.

Farm to Table builds on the priorities of the community in the following ways:

Equity

Farm to Table helps to reduce racial and economic disparities in access to healthy food. The program serves 80 percent children of color and 76 percent low-income families.

Preschool and Childcare Food Environments

Farm to Table enhances the food environments of participating locations in several key ways. Healthy food stipends make it possible for sites to increase their offerings of fresh fruits and vegetables. Complementary training expands staff knowledge and skills in preparing meals and snacks using local fresh produce, incorporating nutrition and cooking into the classroom curriculum, and engaging families around healthy eating through events.

Local Agriculture

Farm to Table sources 100% of the fruits and vegetables it provides from Washington farmers and prioritizes purchases from farmers of color and immigrant and refugee farmers.

SUMMARY PREPARED BY

**the Human
Services
Department (HSD)**



2018 Key Accomplishments

Farm to Table's accomplishments included the following in 2018:

- ✓ The program developed purchasing relationships with 54 farms.
- ✓ Approximately 17 percent of the produce purchases were from immigrant/refugee farmers.
- ✓ Partnering agencies conducted 55 nutrition education classes and an additional 24 trainings.

2018 Select Program Results

| | 2017 (PRE-SBT) | 2018 | % BETWEEN '17-'18 |
|---|------------------|------------------|-------------------|
| # of Farm to Table sites | 47 | 60 | 28% |
| # of children served | 1,853 | 2,800 – 3,000 | 51% - 62% |
| % of sites surveyed that reported to use nutrition education activities | N/A ¹ | 100% | - |
| % of produce purchased from Washington farmers | 100% | 100% | 0% |
| % of produce purchased from immigrant/refugee farmers | N/A* | 17% | - |

1. Data not collected in 2017.

"On behalf of our YMCA families at the West Seattle YMCA Preschool, I would like to express huge appreciation for this grant that allows us to bring healthy organic produce into our program as well as awareness of local farm resources for our families."

Emilia Varga
YMCA Site Director

Lookahead to 2019

In 2019, *Farm to Table* will continue to increase its offerings of culturally appropriate, locally grown fruits and vegetables to the Seattle Preschool Program, childcare, and afterschool programs. HSD will increase the capacity of partnering agencies to assist program sites with integrating learnings from nutrition education and training into menu development and classroom curricula. Together, these activities aim to increase children's willingness to try new food and help them become familiar with local foods they see offered.

Community Partners

In 2018, HSD contracted with the following nonprofit community organizations to run *Farm to Table* at participating sites:

- ✓ Farmstand Local Foods
- ✓ Solid Ground
- ✓ Seattle Tilth Alliance

Fresh Fruit & Vegetable Program

2018 ALLOCATION \$388,000

Program Description

The *Fresh Fruit & Vegetable Program* (FFVP) provides students at qualifying elementary schools with a healthy snack during the school day. The goal of the program is to increase the variety and the amount of fruits and vegetables students both experience and consume. Through FFVP, students have greater access to nutritious foods and the opportunity to learn about and develop healthy, lifelong eating habits.

Without SBT investments, only six elementary schools in Seattle would qualify for the FFVP program. FFVP is typically a federally funded program offered to schools where 74 percent or more of the students qualify for free and reduced-price meals. With SBT resources, OSE was able to offer FFVP in all elementary schools where 50 percent or more students qualified for free and reduced-price meals, increasing healthy food access for an additional 7,000 students.

Through FFVP, students are learning to try and enjoy new foods. While some people believe children will never eat their vegetables, Michelle Thompson, who oversees kitchen operations at Northgate Elementary, disagrees. She believes schools play a critical role in influencing what children eat and that “it’s important to get kids established eating fruits and vegetables early and often.” Because of FFVP, Michelle is seeing results. Students are starting to eat more lunchtime vegetables that were introduced through FFVP snacks.

SUMMARY PREPARED BY

**the Office of
Sustainability
& Environment
(OSE)**

The Fresh Fruit & Vegetable Program builds on the priorities of the community in the following ways:

Equity

FFVP helps to reduce racial and economic disparities in access to healthy food. The program is only offered to elementary schools where more than 50 percent of students qualify for free and reduced-price meals. Eligibility for free and reduced-price meals is based on family income. These schools also serve more students of color than higher income schools.

School Food

A reoccurring theme at the Human Services Department's 2017-2018 community engagement events was the need to improve school food and offer healthier food options. FFVP addresses some of that need and lays the foundation for future work in schools. FFVP helps to create healthier school environments by providing healthier food choices. It also expands the variety of fruits and vegetables children experience while at school and increases children's fruit and vegetable consumption.

Local Agriculture

FFVP supports local agriculture. The Nutrition Services Department at Seattle Public Schools includes a geographic preference in its contract with its distributor, Duck Delivery. Under this contract, Duck Delivery must prioritize the purchase of locally grown fruits and vegetables, thereby supporting local farmers.

2018 Key Accomplishments

OSE began offering expanded FFVP funding in the 2018-2019 school year. Nine elementary schools started offering the FFVP as soon as it became available, providing over 3,000 students with fresh fruits and vegetables daily. OSE is working with the District to bring the remaining eligible schools into the program.

FFVP represents a new and strategic partnership with the Nutrition Services Department at Seattle Public Schools. This partnership provides the City with an opportunity to implement systems-level changes to improve access and consumption of healthy foods.

"It's important to get kids established eating fruits and vegetables early and often."

Michelle Thompson
Northgate Elementary Kitchen
Operations

2018 Select Program Results

| | 2017 (PRE-SBT) | 2018 |
|---|----------------|-------|
| # of elementary schools offering SBT-funded FFVP ¹ | N/A | 9 |
| # of students served | N/A | 3,302 |
| # of days/week that FFVP snacks are offered ² | N/A | 5 |
| Variety of fruits and vegetables served per month | N/A | 15 |

1. Excludes six schools that receive federal funding to offer FFVP.

2. Three schools offer FFVP snacks 4 days week.

Looking Ahead to 2019

In 2019, OSE has plans to enhance FFVP efforts through the following activities.

- ✓ Conduct additional outreach and engagement to increase participation in FFVP among all 19 eligible elementary schools (see below for list of schools).
- ✓ Contract with a community-based organization to develop a high school snack program model to increase the reach of FFVP and serve students in a high school setting.
- ✓ Explore opportunities to increase the amount of vegetables consumed through FFVP. OSE will explore opportunities to support the Nutrition Services Department at Seattle Public Schools to prepare vegetables (roasting, boiling, etc.) or offer them with a nutritious dip or spread.

2018 Participating Schools

The following table lists all elementary schools eligible to participate in the SBT-funded FFVP. Schools are listed in order from highest to lowest percent of students who qualify for free and reduced-price meals. This list excludes the six schools already offering FFVP with federal funding.

In the first three months the program became available, nine schools participated. OSE aims to work with Seattle Public Schools to get all 19 schools participating in 2019.



School Data as of June 22, 2018

| SCHOOL NAME | ENROLLED | FREE | REDUCED | % FREE AND REDUCED-PRICE MEALS ¹ | PARTICIPATING IN 2018 |
|----------------|----------|------|---------|---|-----------------------|
| Wing Luke | 333 | 220 | 32 | 75.68% | Yes |
| Roxhill | 323 | 218 | 26 | 75.54% | Yes |
| Rainier View | 246 | 154 | 28 | 73.98% | No |
| Northgate | 295 | 179 | 39 | 73.90% | Yes |
| Highland Park | 347 | 187 | 64 | 72.33% | No |
| Concord | 383 | 218 | 54 | 71.02% | Yes |
| Dearborn Park | 361 | 210 | 38 | 68.70% | Yes |
| Olympic Hills | 455 | 250 | 56 | 67.25% | Yes |
| Sanislo | 239 | 139 | 21 | 66.95% | No |
| Muir | 358 | 213 | 23 | 65.92% | No |
| Lowell | 364 | 221 | 18 | 65.66% | No |
| South Shore | 596 | 319 | 55 | 62.75% | No |
| Graham Hill | 348 | 175 | 35 | 60.34% | No |
| Maple | 546 | 214 | 105 | 58.42% | No |
| Broadview | 590 | 242 | 85 | 55.42% | Yes |
| Hawthorne | 407 | 166 | 54 | 54.05% | No |
| Beacon Hill | 418 | 175 | 46 | 52.87% | Yes |
| Licton Springs | 161 | 72 | 12 | 52.17% | No |
| Madrona | 233 | 106 | 13 | 51.07% | Yes |

1. Schools where 50 percent or more students qualified for free and reduced-price meals are eligible to participate in the Fresh Fruit and Vegetable Program funded by SBT.

Out-of-School Nutrition Time

2018 ALLOCATION \$249,553

Program Description

Out-of-School Time Nutrition is the City's umbrella program name for two federal child nutrition programs, the Summer Food Service Program (SFSP) and Child and Adult Care Food Program (CACFP).

CACFP pays for nutritious meals and snacks for children enrolled at participating afterschool programs. Afterschool programs are located in places such as libraries and community-based nonprofits across Seattle. Meal sites are located in areas where the majority of youth qualify for free or reduced-price school meals. Sites offer academic, recreational, and/or cultural programming to participants and do not charge youth or families for meals.

CACFP plays an important role in improving the quality and nutrition of foods served in participating afterschool sites. In October 2017, all programs receiving federal funds from CACFP must follow new nutrition standards that include a greater variety of vegetables and fruit, more whole grains, and less added sugar.

While the City has operated as a SFSP sponsor for many years, SBT investments allowed the City to begin operating as a sponsor of CACFP afterschool programs as well. Operating as a meal provider year-round will help provide more continuity to partners. Additionally, having a permanent *Out-of-School Time Nutrition* Coordinator will increase HSD's ability to strategically expand programming and improve services.

Out-of-School Time Nutrition works with a number of community partners to provide food, staffing, and outreach to encourage participation in CACFP and ensure equitable access to these programs.

SUMMARY PREPARED BY THE

**Human Services
Department (HSD)**

2018 Key Accomplishments

Out-of-School Nutrition Time's accomplishments included the following in 2018:

- ✓ Expanded meal service to before and after school hours, through five CACFP sites.
- ✓ Served over 4,400 meals from the time of the program's launch in October 2018 through February 1, 2019.

Looking Ahead to 2019

In 2019, HSD will expand the CACFP program and increase the number of sites. Two additional sites are already on track to start before the end of the 2018-19 school year. HSD will add more sites for the 2019-2020 program year, with a specific focus on rolling summer meal sites over to afterschool, thereby increasing the number of locations that offer meals and programming to youth year-round.

2018 Select Program Results

| | 2017 (PRE-SBT) | 2018 |
|---------------------------------|----------------|--------|
| # of sites | N/A | 5 |
| # of individual children served | N/A | 2,885* |
| # of meals served | N/A | 2,798* |
| % children of color served | N/A | 70% |

*Sites keep track of attendance and meals served independently. A child may be present for an enrichment program at a site but not be interested in receiving a meal. This explains why the number of individual children served is higher than the number of meals served.



Community Partners

In 2018, HSD contracted with the following nonprofit community organizations to run *Out-of-School Nutrition Time*:

- ✓ East African community services
- ✓ Farestart
- ✓ Food lifeline
- ✓ Refugee women's alliance
- ✓ Seattle public library
- ✓ United way of king county

Community-based Meal Programs 2018 ALLOCATION \$981,332

Program Description

HSD works with a range of community-based partners to provide free and nutritionally balanced meals to low-income adults, seniors, children and infants. Meal programs serve residents in community settings in a variety of sites throughout the City. Home delivery programs drop-off meals to homebound individuals. Meal providers and programs are an important part of the safety net for low-income and housing insecure individuals experiencing hunger.

Meal programs supported by SBT include the following:

- ✓ **Community meal providers** serving nutritious and well-balanced meals in a variety of locations throughout the city.
- ✓ **The Senior Congregate Meal program**, which provides free, nutritious, and well-balanced meals to people over 60 years old. Meals are provided Monday through Saturday in community centers and senior centers and offer a great variety of ethnic meals including Vietnamese, Korean, East African, and others. Participating organizations also provide fitness classes, karaoke, dancing, and other activities to promote healthy aging among seniors.
- ✓ **The Senior Home Delivered Meals program**, which provides nutritious food, caring connections, and links to other helpful services important to the wellbeing of older people. Meals are delivered to eligible adults who are homebound and unable to prepare meals for themselves. In addition to meals, participants receive nutrition education and referrals to other needed services. The program also serves people under age 60 who have chronic medical conditions.

SUMMARY PREPARED BY

**The Human
Services
Department
(HSD)**

2018 Key Accomplishments

With increased support from SBT, community-based meal providers and programs were able to serve an additional 109,930 meals in 2018. Additionally, there were several new programs and improvements to the Senior Congregate Meal program:

- ✓ Sound Generations began a new East African senior meal site in partnership with the Hunger Intervention Program at the Lake City Senior Program.
- ✓ In the spring, Seattle Tilth Association opened their new community kitchen to the public at the Rainier Beach Urban Farm & Wetlands. To commemorate the occasion, they honored volunteers from the East African Congregate Meal program who have been harvesting food from this farm since 2013 for use in their meal program.
- ✓ The Community Kitchen also honored and celebrated the main cook at Asian Counseling and Referral Services who has been using produce from the farm to prepare congregate meals for Vietnamese elders.



Photo credit: Sound Generations

2018 Select Program Results

ALL MEAL PROGRAMS

| | |
|--|---------|
| # of additional meals served in 2018, as result of new SBT investments | 109,930 |
|--|---------|

SENIOR CONGREGATE MEALS

| | |
|--|---------|
| # of senior congregate meal sites in Seattle ¹ | 27 |
| # of senior congregate meal clients served in Seattle ¹ | 9,514 |
| # of senior congregate meal meals served in Seattle ¹ | 273,320 |
| % senior congregate meal clients who are POC | 34% |

SENIOR HOME DELIVERED MEALS (SEATTLE DELIVERIES ONLY)**

| | |
|--|---------|
| # of senior home meal delivery clients served ² | 1,327 |
| # of senior home meals delivered ² | 297,500 |
| % senior home meal delivery clients who are POC | 46% |

1. Data shown is for Seattle-based sites only. However, Senior Congregate Meals is a countywide program supported by braiding federal, state, and SBT dollars. As a result, Seattle-only data cannot be used to reliably estimate per client or per meal service costs based on the SBT budget allocation.
2. Data shown is for meals delivered to clients living in Seattle. However, Senior Home Delivered Meals is a countywide program supported by braiding federal, state, and SBT dollars. As a result, Seattle-only data cannot be used to reliably estimate per client or per meal service costs based on the SBT budget allocation.



Looking Ahead to 2019

In 2019, HSD will continue to partner with a variety of organizations in the community to provide free and nutritionally balanced meals to low-income adults, seniors, children and infants. In addition, with new support from the SBT, the Senior Home Delivered Meals program intends to increase its offerings of fresh and locally grown produce in the meals provided.

Community Meal Providers

With support from SBT, the following organizations provided community meals and home delivery services in 2018.

- ✓ Asian Counseling and Referral Service
- ✓ Associated Recreation Council
- ✓ Ballard NW Senior Center
- ✓ Catholic Community Services
- ✓ Central Area Senior Center
- ✓ Community Lunch on Capitol Hill
- ✓ El Centro de la Raza
- ✓ Eritrean Association in Greater Seattle
- ✓ Ethiopian Community of Seattle
- ✓ Filipino Community of Seattle
- ✓ Greenwood Senior Center
- ✓ International Drop-In Center
- ✓ Kawabe Memorial House
- ✓ Lake City Community Center
- ✓ OSL (formerly OPERATION: Sack Lunch)
- ✓ Pacific Asian Empowerment Program
- ✓ Phinney Neighborhood Association
- ✓ Pike Market Senior Center
- ✓ ROOTS Young Adult Shelter
- ✓ Seattle Chinatown International District
- ✓ Preservation and Development Authority
- ✓ Seattle Indian Center
- ✓ Tilth Alliance
- ✓ Sound Generations
- ✓ South Park Senior Center
- ✓ Southeast Seattle Senior Center
- ✓ Ukrainian Community Center of Washington
- ✓ United Indians of All Tribes Foundation
- ✓ West Seattle Senior Center
- ✓ Sound Generations



Food Banks

2018 ALLOCATION **\$1,549,473**

Program Description

HSD contracts with food banks to provide nutritious food to low-income Seattle residents to combat hunger. Food banks provide groceries for infants, children, seniors and people with special dietary needs, as well as help families to access other food assistance (e.g., SNAP), and other non-emergency food resources.

Food banks operate as an emergency food resource and are an important way the City helps ensure that all people living in Seattle can meet their basic needs.

2018 Key Accomplishments

New SBT investments provided food bank agencies additional capacity to serve more participants. Beginning in 2017, HSD partnered with food banks to develop a reporting structure that consistently and accurately reports on the impact of City-funded programs. This included removing data that reflected other funding sources and other programs. As a result, the quality of the 2018 City-funded data improved.

2018 Select Program Results

| | |
|--|-----------|
| # of food bank visits (duplicated) | 121,352*^ |
| # of home food deliveries (duplicated) | 21,058*^ |

*Data includes visits and meals delivered outside of Seattle.

^2017 data has been intentionally excluded since it should not be compared to 2018 data. 2018 data are based on new reporting standards that more accurately reflect the number of people served by food banks.

SUMMARY PREPARED BY

**The Human
Services
Department
(HSD)**

Looking Ahead to 2019

In 2018, [Public Health – Seattle & King County conducted an assessment of the food bank network](#) in Seattle and found that food banks were straining to meet the increased demand for fresh produce and protein-rich foods. In 2019, HSD will work with partnering food bank providers on a bulk purchasing program to increase procurement and distribution of these foods.

Food Bank Agencies

With support from SBT, HSD partnered with the following food bank agencies in 2018:

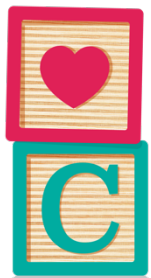
- ✓ Asian Counseling and Referral Services
- ✓ Ballard Food Bank
- ✓ Byrd Barr Place (Centerstone)
- ✓ El Centro de la Raza
- ✓ FamilyWorks
- ✓ Jewish Family Service
- ✓ North Helpline
- ✓ Pike Market Senior Center
- ✓ Rainier Valley Food Bank
- ✓ Seattle Indian Center
- ✓ St. Vincent de Paul
- ✓ The Food Bank @ St. Mary's
- ✓ University District Service League
- ✓ West Seattle Food Bank
- ✓ White Center Food Bank



Photo credit: Pike Place Market Senior Center and Food Bank

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Early Learning Program Highlights



Early Learning Program Highlights

The mission of the Department of Education and Early Learning (DEEL) is to transform the lives of Seattle’s children, youth, and families through strategic investments in education. In early learning, DEEL braids and blends resources from voter-approved property tax levies, grants from the Washington State Department of Early Learning, and the Sweetened Beverage Tax (SBT) to invest in high-quality programs and supports that help children succeed in school.

The City has a long history of funding programs that specifically aim to support families with young children furthest from opportunity. The SBT has provided a new opportunity for strategic planning and investments in new and expanded programs and services focused specifically on children age birth-to-three. DEEL’s birth-to-three initiatives align with other investments along the education continuum as well as complement the needs identified by partners, including King County Best Starts for Kids, Public Health – Seattle & King County, Seattle Public Schools, and community-based providers.

Why Focus on Birth-to-Three?

The research is clear: children’s experiences from birth through age three have profound effects on their academic, social, and physical potential throughout their lives. Positive interactions and stable, supportive relationships with parents and other caregivers are important for infants and toddlers to grow into socially and emotionally healthy children and adults¹. Early social emotional development and physical health provide the foundation upon which cognitive and language skills develop². Differences in experiences and early interactions contribute to a “preparation gap” among young children, which can be evident as early as nine months and expand throughout children’s educational experience.

Investments in high-quality birth-to-three programs and services can make a major difference in supporting children in these very early years. DEEL believes thoughtful partnership with parents and caregivers, as well as with stakeholders that are funding, researching, and implementing these programs, can support our goal to close persistent opportunity gaps.

ACRONYMS IN THIS SECTION

CCAP

Child Care Assistance Program

CCHP

Child Care Health Program

DDD

Developmental Disabilities Division

DEEL

Department of Education and Early Learning

FCC

Family Child Care

PCHP

Parent-Child Home Program

PHSKC

Public Health – Seattle & King County

SBT

Sweetened Beverage Tax

SPP

Seattle Preschool Program

Investing early in supports and interventions for families and their young children is the most effective strategy for ensuring a strong start for children and for maximizing the impact of later investments in the education continuum.

This section highlights the SBT-funded early learning investments. SBT funds new and expanded services and programs and maintains programming for several programs. The following investment areas are included, in order of appearance:

- ✓ **Parent-Child Home Program**
(Program existed before SBT)
- ✓ **Family Child Care Initiative**
(Expanded with SBT funds)
- ✓ **Developmental Bridge Program**
(New program)
- ✓ **Health Consultation, Coaching and Training for 0-3 Providers**
(Expanded with SBT funds)
- ✓ **Child Care Assistance Program**
(Program existed before SBT)

Parent-Child Home Program

2018 ALLOCATION \$525,000

<https://www.uwkc.org/helping-students-graduate/pchp/> or www.parent-child.org/

Overview

Home visiting programs are voluntary, family-focused services offered to soon-to-be parents and families with new babies and young children. Services are designed to support the physical, social, and emotional health of the child. Either before their child is born or during their child's first few years of life, families are voluntarily matched with trained professionals. Trained professionals visit families in their homes or community settings to provide information and support related to children's healthy development and nurturing parent-child relationships. Home visitors also provide information on the importance of early learning and connections to other information, services and supports in the community.

Home visiting is a powerful investment and a proven strategy for strengthening families. Evidence shows that when families receive home-based support, their children are better prepared for school, abuse and neglect are less likely, and parent-child bonds are stronger.

DEEL currently funds three home visiting programs for Seattle families:

- ✓ Parent-Child Home Program (PCHP) – partially funded by SBT in 2018
- ✓ An adaption of PCHP focused on Family Child Care providers (PCHP-FCC) – funded by SBT in 2018
- ✓ Nurse Family Partnership (NFP)

Home visiting programs are a proven method to support families facing obstacles caused by toxic stress, language barriers, geographic and social isolation, poverty, and adverse childhood experiences (ACEs).

SUMMARY PREPARED BY

**the Department of
Early Education
and Learning
(DEEL) in
partnership with
United Way King
County**

Research has shown that home visiting programs can produce strong impacts for children and families. Outcomes that home visiting programs focus on include³:

- ✓ Improving child health and development
- ✓ Increasing school readiness
- ✓ Enhancing parent ability to support their child's development
- ✓ Strengthening family self-sufficiency

Parent-Child Home Program Description

DEEL funds United Way King County to manage the Parent-Child Home Program (PCHP) in Seattle. PCHP is an evidence-based early literacy, parenting, and school readiness model committed to closing the opportunity gap by providing low-income families the skills and materials they need to prepare their children for school and life success. PCHP provides two years of twice-weekly home visits to families with children between the ages of 16 months and 4 years.

PCHP is managed by United Way King County and delivered by community-based organizations with strong cultural and linguistic ties to the community. In 2018, SBT partially funded the PCHP.

Parent-Child Home Program builds on the priorities of the community in the following ways:

Closing the opportunity gap

There are persistent disparities by race when it comes to academic opportunities and outcomes for children and youth in Seattle. PCHC is focused on closing the opportunity gap and serves 96 percent families of color.

Reaching families where they live

PCHP provides two years of twice-weekly 30-minute visits to families with children between the ages of 16 months and 4 years. To be eligible, families must be low income, living within Seattle city limits, and experiencing a risk factor that impacts kindergarten readiness.

Hiring from within the community being served

PCHP hires early literacy specialists from within the community being served. They are bilingual in the families' native languages and share a cultural background with the families, making them uniquely suited to access and support low-income and immigrant families who are often isolated by language and literacy barriers and are not participating in center-based activities.

Promoting parent-child interaction

Each week, early literacy specialists provide the family with a high-quality book or educational toy that is a gift to the family and are often the first such items in the home. Using the book or toy, the literacy specialist models reading, conversation, and play activities designed to stimulate parent-child interaction, develop language and literacy skills, and build school readiness



Photo credit: United Way King County

2018 Key Accomplishments

In 2018, PCHP added new service organizations that included the Congolese Integration Network, Denise Louie Education Services, Horn of Africa Services, Southeast Youth and Family Services, and the YWCA.

With support from SBT, DEEL also expanded a pilot of the PCHP adapted and delivered in Family Child Care (FCC) settings. Twelve FCC providers caring for 66 children participated in the PCHP-FCC pilot, described later in this chapter under *Family Child Care Initiative*.

2017-2018 Select Program Results

| | |
|---|-----|
| # of families served in Seattle with SBT funds ² | 240 |
| % families who participated in at least 39 home visits during the program year | 80% |
| % families of color ³ | 96% |
| % of families that maintained or improve target score on a PACT assessment ⁴ – <i>First Year</i> | 89% |
| % of families that maintained or improve target score on a PACT assessment– <i>Second Year</i> | 77% |

1. PCHP serves families for two continuous years
2. PCHP served 588 families total. Of these, 240 families were supported with SBT funds.
3. For additional details, see the [PCHC's presentation to the Sweetened Beverage Tax Community Advisory Board in October 2018](#).
4. PACT = Parent and Child Together, an assessment that measures parenting activities and skills

Looking Ahead to 2019

PCHP will continue to work with community-based organizations to serve families in their homes. Additionally, United Way King County will continue its ongoing evaluation to assess program fidelity (the extent to which the PCHC is delivered as intended), program completion rate, success in reaching families furthest from opportunity, and impact on positive parent-child interactions shown to lead to greater school readiness.

Parent-Child Home Program Community Partners

United Way King County works with the following community-based organizations to deliver the PCHP:

- ✓ Atlantic Street Center
- ✓ Children's Home Society of Washington*
- ✓ Chinese Information & Service Center*
- ✓ Congolese Integration Network*
- ✓ Denise Louie Education Center*
- ✓ El Centro de la Raza
- ✓ Horn of Africa Services*
- ✓ InterCultural Children and Family Services
- ✓ Neighborhood House*
- ✓ Southeast Youth & Family Services*
- ✓ Voices of Tomorrow
- ✓ West African Community Council
- ✓ YWCA*

*Funded by SBT

Family Child Care Initiative

2018 ALLOCATION **\$378,824**

<http://www.seattle.gov/education/big-initiatives/family-child-care>

Program Description

Family Child Care (FCC), or child care that is licensed within a residential home and does not serve more than 12 children, is important to Seattle's efforts to improve the learning and development of children. With 369 licensed family child care homes and licensed capacity to serve 3,285 Seattle children, FCC providers are a vital part of the local early learning system. FCC providers are small businesses owned and operated primarily by women of color and recent immigrants to the country. Likewise, FCC providers serve a large portion of first-generation immigrant families and children of color and are a critical partner in advancing racial equity in child health and educational outcomes.

FCC is unique from center-based child care and requires specialized support. With funding from SBT, DEEL convened a Family Child Care Advisory Council (FCCAC) for the first time in 2018. The FCCAC, which consists primarily of active family home child care providers, focuses on three primary activities:

- ✓ Network with other family child care providers and stakeholders engaged in working with FCCs.
- ✓ Advise the City of Seattle on new or existing programs and initiatives that work with FCCs.
- ✓ Provide opportunities for collective action and advocacy for issues like FCC professional development and business sustainability.

SUMMARY PREPARED BY

the Department of Early Education and Learning (DEEL)

"The formation of the FCCAC has demonstrated [FCC providers'] value as a comforting bridge between family care and kindergarten/child center care. Through the FCCAC, the inclusion of the FCC voice has taught us about the relational value that is essential to families exposing their children to a variety of learning materials, languages, food, and multiple cultural strengths often provided by FCCs. This speaks to the city of Seattle's goal of ensuring an equitable and socially just landscape for our future."

Dr. Marcia Tate Arunga
Facilitator of the 2018 Family Child
Care Advisory Council

2018 Key Accomplishments and Results

The following chart describes and summarizes SBT-sponsored FCC initiatives in 2018.

| | FCC HUBS | FCC ADVISORY COUNCIL | FCC HIGHSOPE TRAINING | PCHP-FCC PILOT |
|------------------------------|---|---|--|--|
| Description | DEEL is piloting a Hub-Network model for FCC providers to participate in City subsidy programs. Hubs, typically a community-based organization, contract with a network of Seattle FCC providers. The Hub provides technical assistance to their FCC providers and works with the City to ensure the providers meet program requirements. | In 2018, DEEL organized and developed the first Seattle Family Child Care Advisory Council (FCCAC). The FCCAC is primarily made up of active FCC providers and provides strategic direction to DEEL for supports and initiatives that impact FCC. | HighScope is an evidence-based curriculum. Key components of the HighScope approach include participatory learning experiences facilitated by positive adult-child interactions, culturally and developmentally relevant practices, and enriched physical environments and daily routines. | The Parent-Child Home Program Family Child Care (PCHP-FCC) model, adapted from PCHP's evidence-based one-on-one home visiting model, extends similar supports to FCC providers. The curriculum and visits are with FCC providers that serve Seattle families with children ages 0-5. |
| Eligibility | HUBs had to possess: <ul style="list-style-type: none"> ✓ Expertise in FCC ✓ Knowledge of early learning programs ✓ Ability to provide effective technical assistance to FCC providers | FCCAC members had to: <ul style="list-style-type: none"> ✓ Currently operate or be actively engaged in FCC ✓ Commit to participating in weekend FCCAC meetings | The training series was open to all licensed FCC providers in Seattle. | To be eligible, FCC providers must: <ul style="list-style-type: none"> ✓ Serve families that have traditionally participated in PCHP ✓ Be based in Seattle ✓ Be licensed by the Department of Children Youth and Families |
| Implementing Partners | Child Care Resources, Tiny Tots Early Learning Collaborative | 15 Seattle-based active FCC owners and stakeholders | Training implemented by DEEL | Managing Partner: United Way of King County Service Delivery Partners: Atlantic Street Center, Chinese Information and Service Center, YWCA |

| | FCC HUBS | FCC ADVISORY COUNCIL | FCC HIGHSOPE TRAINING | PCHP-FCC PILOT |
|----------------------------|---|--|--|---|
| 2018 Select Results | 2 Hubs each with a network of 6-8 FCC providers | 15 FCCAC members, including 13 active FCC providers. The FCCAC met over seven half-day meetings. | 60-70 FCC providers participated in the cohort and received 60 hours of training | 12 FCC providers caring for 66 children participated in the PCHP-FCC pilot. Of the children in care, 94 percent were enrolled in a child care subsidy program. |
| Other Program Data | Early results from a program evaluation indicated FCC quality ratings did not differ significantly from center-based Seattle Preschool Program sites. | The FCCAC endorsed a set of 26 recommendations for DEEL to consider. The recommendations spanned topics ranging from business support, early learning program alignment, and professional development. | In focus groups, as part of a 2018 program evaluation, FCC providers reported to believe the HighScope training series improved their ability to provide developmentally and culturally appropriate programming to children in their care. | Seattle is one of the first sites in the U.S. to pilot the PCHP in FCC settings. |

Looking Ahead to 2019

In 2018, DEEL focused on deep engagement with FCC providers to identify strategic recommendations related to FCC initiatives. Additionally, DEEL partnered with Dovetailing Consulting and Kaizen Consulting to conduct a FCC landscape analysis and develop a set of strategic recommendations for the City. The study worked closely with the FCCAC to conduct and implement the research. The FCCAC intends to use the study to shape their agenda for 2019. Meanwhile, DEEL will use the report to set the foundation for new or strengthened FCC partnerships, supports for the FCC community, and improved alignment amongst entities engaged with the FCC community. DEEL anticipates exploring the expansion of the PCHP-FCC pilot. More information related to SBT FCC investments and the recent City of Seattle *Family Care Study Landscape Analysis* is available [online](#).

Developmental Bridge Program

2018 ALLOCATION **\$316,000**

The Developmental Bridge Program is managed by DEEL in partnership with King County Developmental Disabilities Division

Program Description

DEEL is funding the Developmental Disabilities Division (DDD) at King County to implement a Developmental Bridge Program. The Development Bridge Program is a new pilot initiative intended to align (or bridge) early intervention supports and services for infant and toddlers and their families.

The Individuals with Disabilities Education Act (IDEA) Part C provides services for children from birth to age three who have disabilities or developmental delays. However, when they receive a developmental evaluation to determine eligibility for the Part C program, some children with mild delays, developmental or behavioral challenges, or other concerns are found to be ineligible at the time they are evaluated. Even so, children in the “eligibility gap” and their families could benefit from individualized, quality early intervention services to promote ongoing healthy development and wellbeing. The Developmental Bridge Program was developed to serve these children and families.

Similarly, some children who are identified as having a developmental delay late (by nearly three years old) could benefit from developmental services as they transition to IDEA Part B services (for children ages 3 to 21) or another developmentally appropriate setting.

To be eligible for the Developmental Bridge Program, families must be Seattle residents, be Medicaid eligible, and be in of the following categories:

- ✓ Do not qualify for early intervention services (ages 1-36 months) and have a child with a mild developmental delay or parent with a developmental delay
- ✓ Received early intervention services (36-42 months) but could benefit from support as they transition to Part B services
- ✓ Did not receive early intervention services (36-42 months) but are likely to qualify for Part B services and could benefit from support as they transition.

SUMMARY PREPARED BY

**the Department of
Early Education
and Learning
(DEEL)**

2018 Key Accomplishments

King County manages the development and implementation of the Developmental Bridge pilot program with several of its current early intervention partners. Planning took place over the summer and fall 2018, concluding with a racial equity toolkit in October. The first children were enrolled in the program in December 2018.

Looking Ahead to 2019

The program intends to provide developmental support to up to 80 children in 2019. Meanwhile, DEEL and King County will closely monitor data, receive feedback from clients, and convene partners to capture learnings from the pilot year. Additionally, the county is monitoring costs of the program to understand how to financially model the program in the future. DEEL and King County hope to expand this program in future years and potentially find additional fund sources to allow the program to serve families across the region.

Development Bridge Program Partners

The Developmental Disabilities Division at King County works with the following partners to implement the program:

- ✓ **Boyers Children's Clinic**
- ✓ **Northwest Center Kids**
- ✓ **Wonderland Developmental Center**

"Providers and community partners I have spoken with are very excited to learn about the Developmental Bridge Pilot Project that we have just launched. This program will make customized developmental services and meaningful connections to resources available to children who otherwise would not be served by Early Intervention, during this critical time of early brain development. A quote from a family advocate that frequently refers children to Early Intervention once she learned about Bridge, 'I know so many kids that could have benefitted from this service, this will fill a vital gap in services, I'm so excited this has been created! Thank you for doing this!'"

Juliette Escobar
Developmental Bridge Program
Manager
King County Developmental
Disabilities Division

Health Consultation, Coaching and Training

2018 ALLOCATION \$1,486,523

This work is managed by DEEL in partnership with Public Health – Seattle & King County

<https://kingcounty.gov/depts/health/child-teen-health/child-care-health.aspx>

<https://www.seattle.gov/education/for-providers/professional-development>

Program Description

Supportive relationships and positive learning environments benefit infants and toddlers as their brains develop and set the stage for their future success in education and later in life. Through new SBT investments, DEEL is working with Public Health – Seattle & King County (PHSKC) to develop an aligned, culturally responsive *health consultation, coaching and training model* for birth-to-three providers in Seattle. DEEL and PHSKC are working closely with Seattle providers to understanding how to deliver the program and services in this new model most effectively.

The goals of health consultation and coaching are to:

- ✓ increase teachers' knowledge, skills and abilities;
- ✓ raise the quality of care provided in infant and toddler environments;
- ✓ connect providers, teachers, and families to other early childhood system supports; and
- ✓ ensure children and families are healthy, happy, and ready to learn as they make their transitions within the early childhood system.

Additionally, DEEL is strengthening its partnership with King County to support the county's initiatives focused on infant mental health and workforce training. These efforts include working with local trainers to provide focused trainings to community-based organizations that reach with families and young children.

As this body of work is brand new for the City, DEEL focused most of its efforts on expanding our coaching and health teams and planning for a formal rollout of the work in 2019. It is anticipated the program will

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**the Department
of Early
Education and
Learning (DEEL)**

provide intensive coaching and consultation to 40 infant and toddler classrooms as well as training core training opportunities to all our birth-3 providers engaged in our Child Care Assistance Program (CCAP).

Health Consultation and Coaching Service model

Health Consultations coming in 2019)

The Child Care Health Program (CCHP) at PHSKC is a multidisciplinary team of nurses, mental health specialists, community health workers, and nutritionists that support licensed child care programs in Seattle. SBT investments have allowed the CCHP team to expand to provide more services dedicated to infants and toddlers. Child care providers eligible to receive support from CCHP are those participating in Seattle's Child Care Assistance Program (CCAP), also supported by SBT and described later in this chapter.

Coaching (coming in 2019)

Beginning in 2015, DEEL has developed an in-house coaching team to provide dedicated, culturally responsive training to the Seattle Preschool Program (SPP). The coaching team has supported the development of SPP into a nationally recognized high-quality program. SBT investments have enabled the team to hire additional coaches to work with City-contracted child care providers. Until SBT, DEEL has not had the funding to support coaching outside of the City's pre-K programs. Starting in 2019, these coaches will focus on providing support to Family Child Care providers who care for children ages 0-3.

Training (coming in 2019)

SBT funds will provide new training opportunities for child care providers and organizations that work with families. Training topics will include infant mental health, reflective consultation, curriculum support, racial equity, and developmental screenings. Trainings will be delivered through the DEEL Quality Practice and Professional Development (QPPD) team and through initiatives implemented as part of King County's Best Starts for Kids initiative.



Looking Ahead to 2019

DEEL and PHSKC are excited to implement an intensive and aligned health consultation, coaching and training model for birth-to-three providers in 2019. The aim is to reach 40 birth-to-three providers who participate in the Child Care Assistance Program (CCAP), prioritizing providers with high subsidy acceptance rates and other child and family risk factors.

Additionally, training and expanded health consultation will be offered and provided to all CCAP birth-to-three providers. Training topics will include child nutrition, development, mental health and attachment. Seattle's CCAP, described later in this chapter, is also supported by SBT revenue.

Partners

DEEL works with the following partners to design and deliver these services:

- ✓ King County
- ✓ Public Health – Seattle & King County
- ✓ Community-based Trainers

Child Care Assistance Program

2018 ALLOCATION **\$2,486,214**

<http://www.seattle.gov/education/for-parents/child-care-and-preschool/child-care-assistance-program>

Program Description

The Child Care Assistance Program (CCAP) was created to provide subsidies for licensed child care to working families in Seattle. The program is intended to align with the state subsidy program, Working Connections, by providing financial assistance for families that have too high an income to qualify for Working Connections, but would be financially burdened in paying for Seattle-based child care.

A sliding scale is used to determine the level of subsidy the family will receive from the City, based upon the child's age, family size, and family gross income. CCAP serves families with children aged zero to 12 who earn between 200 percent and 300 percent of the Federal Poverty Level (FPL) income requirements. For reference, in 2018, this income eligibility equated to annual income range of \$32,920 to \$49,380 for a family size of two.

Parents are given a voucher that indicates the dollar amount of subsidy paid directly to the child care provider by the City each month. The parent must pay the difference between the City subsidy and the provider rate.

DEEL seeks to use CCAP for advancing racial equity and social justice by providing support to working families furthest from opportunity and maximizing benefits and minimizing barriers for Seattle's communities of color and low and middle-income communities. The current displacement of Seattle's historic communities of color and low-income communities in tandem with Seattle's increasing cost of living has renewed the program's racial equity and social justice emphasis.

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**the Department of
Early Education
and Learning
(DEEL)**



2018 Select Program Data

| | |
|--|--------------------|
| # of Seattle families who received vouchers | 491 |
| % of families that identified as families of color | 84% |
| % of families that identified as black, African-American, or African | 45% |
| Total value (\$) of vouchers | \$2,284,815 |

Looking Ahead to 2019

After a recent study of the program, DEEL will be considering expanding eligibility for the CCAP to 350 percent of FPL for the 2019-2020 school year. Additionally, DEEL is actively implementing coaching, health, and training supports for providers participating in the CCAP program with SBT funding.

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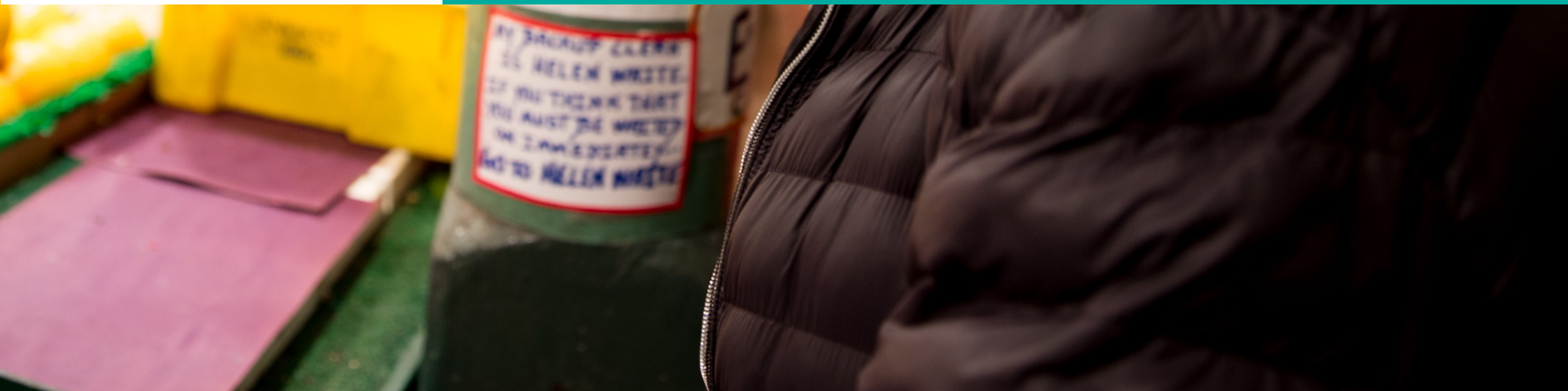
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"CCAP plays a critical role in recipient families' ability to balance work and family life in Seattle. Providers and recipients describe CCAP's impact in glowing terms: allowing parents to maintain employment, providing quality care families could not otherwise afford, and easing the impact of increasing costs of living. Though providers and recipients reported multiple suggestions to improve the program, they were nearly uniform in underscoring the success of the program in supporting Seattle's working families."

2018 CCAP Evaluation Report
Berk Consulting



Evaluation



Evaluation of Seattle's Sweetened Beverage Tax

The ordinance that created the Sweetened Beverage Tax (SBT) also requires the City to work with academic researchers to assess the impact of the tax on the following:

1. Economic outcomes (such as household food expenditures, beverage prices and sales, jobs, and store revenues)
2. Health behaviors (such as dietary purchases and consumption)
3. Intermediate health outcomes
4. Identification and assessment of food deserts in the City
5. Effectiveness and efficiency of the foodbank network in the City.

[Source: [Ordinance 125324](#), Section 5B]

Additionally, the ordinance directs the evaluation to assess the process of implementing the tax, including the perceptions of City residents and specifically low-income households, food retailers, tax administrators, and City officials.

Researchers at Public Health – Seattle & King County, University of Washington Center for Public Health Nutrition, and Seattle Children's Research Institute are leading the five-year SBT Evaluation, in partnership with the Office of City Auditor.

SBT Evaluation in the First Year

While the five-year evaluation will ultimately address all aspects outlined in the ordinance, the baseline work focused on time-sensitive evaluation activities that required original data collection before the tax went into effect in January 2018. In particular, the baseline report focused on the following questions:

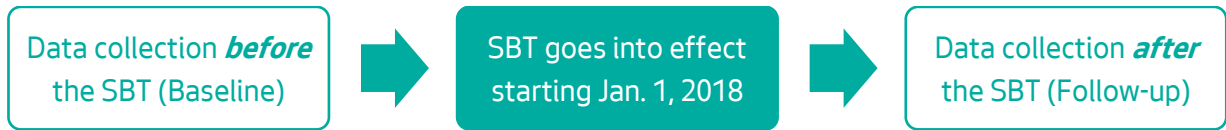
- ✓ Does the SBT affect the prices of taxed and untaxed beverages?
- ✓ Does the SBT affect children's and parents' beverage consumption and diet quality?
- ✓ Does the SBT affect norms and attitudes around sugary beverages?
- ✓ How do City officials, consumers, and business perceive the SBT?

The following pages summarize the key findings from the [Baseline report: Pre-implementation of the Sweetened Beverage Tax](#) (August 2018).

Baseline report: pre-implementation of the Sweetened Beverage Tax

OVERVIEW

Public Health – Seattle & King County, University of Washington Center for Public Health Nutrition, and Seattle Children’s Research Institute collaborated to produce the baseline (pre-tax) report. This report collected data before the tax went to effect that the team will used to compare to data collected after the tax.



The baseline report included four study components designed to answer different questions:

| COMPONENT | | EVALUATION QUESTIONS |
|-----------|---|--|
| 1 | Store Audit | Does the SBT affect the prices of taxed and untaxed beverages? |
| 2 | Child Cohort | Does the SBT affect children’s and parents’ beverage consumption and diet quality? |
| 3 | Norms and Attitudes Survey | Does the SBT affect norms and attitudes around sugary beverages? |
| 4 | Stakeholder Interviews and Focus Groups | How do City officials, consumers, and business perceive the SBT? |

What follows is a summary of the key findings from each component of the baseline report. Please refer to the [Baseline report: pre-implementation of the Sweetened Beverage Tax](#) for more in-depth information.

COMPONENT 1 | BASELINE STORE AUDIT

What did this component study?

The purpose of the Store Audit is to determine the impact of the SBT on the prices of taxed beverages. The Store Audit is a three-year study to determine the extent to which Seattle's tax on distributors of sugary beverages is passed through to customers via higher retail prices. In this baseline, pre-tax study, researchers collected information on beverage prices at over 400 stores in Seattle and in South King County, a comparison area where there is no tax on sugary beverages. Stores included supermarkets, grocery stores, corner stores, drug stores, gas stations, coffee shops, and counter-service restaurants. The store locations were geographically balanced which means researchers made sure to audit stores throughout all parts of Seattle.

What are the main results?

- ✓ At baseline, before the tax went into effect, beverage prices between Seattle and the comparison area were similar. Where prices did differ, Seattle tended to be more expensive than the comparison area.
- ✓ All beverages, including both taxed and non-taxed beverages, were cheaper in larger stores compared to smaller stores.
- ✓ Researchers also found there was more marketing for non-taxed beverages (diet or sugar-free) in large stores and more marketing for taxed (sugar-sweetened beverages) in small stores.

What do the results mean?

Since the beverage prices in Seattle and the comparison area were similar at baseline, this is good evidence that the South King County comparison area is a reasonable comparison for Seattle. This is important since researchers will go back to the same stores after the SBT goes into effect to collect more price data to see if there are any changes over time. Researchers can legitimately use the comparison area to reflect the trend in price changes Seattle would have seen if the City had not passed the Sweetened Beverage Tax.

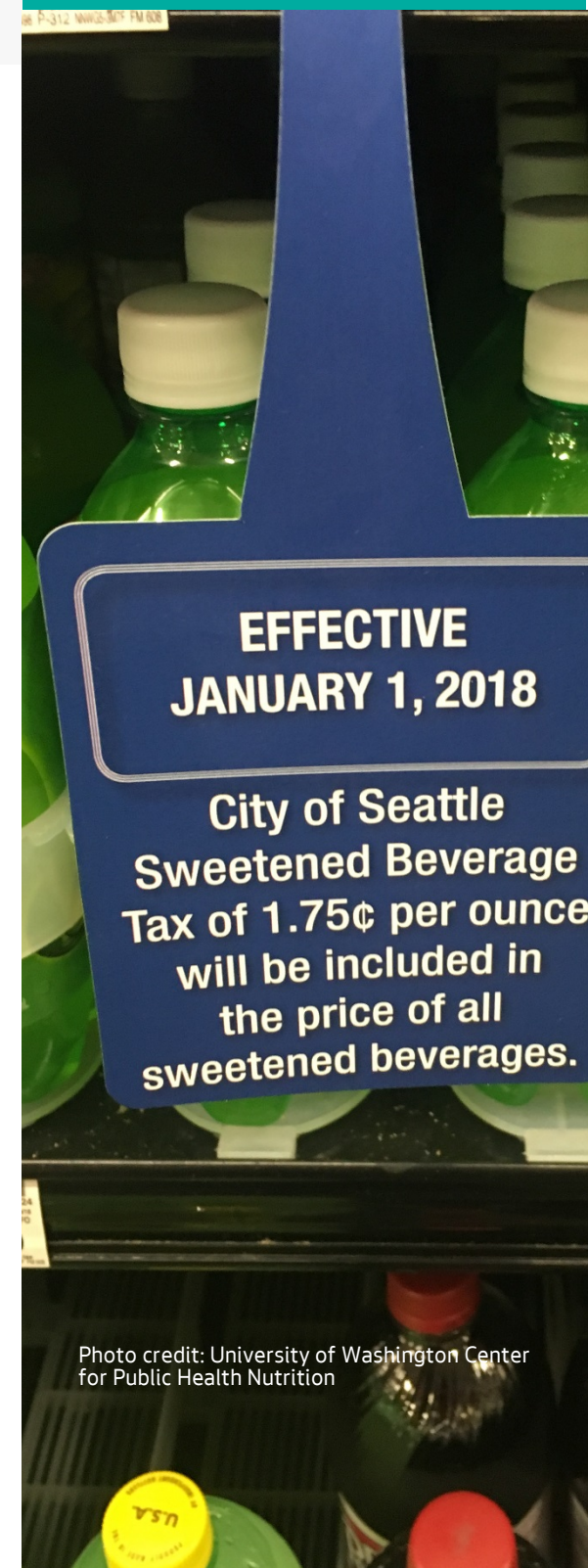


Photo credit: University of Washington Center for Public Health Nutrition

What are the next steps?

Researchers will repeat the store audit at 6-months, 12-months, and 24-months after the tax starts. The follow-up data will be compared to the baseline data to see if there are any changes in the beverage prices.

COMPONENT 2 | CHILD COHORT OR THE SEATTLE SHOPPING AND WELLNESS (SEASAW) STUDY

What did this component study?

This component is assessing the impact of the SBT on children's and parents' beverage consumption and diet quality. Researchers recruited low-income children and families living in Seattle and those living in South King County (the comparison area) to take part in a survey. Low-income families are the focus of this component because these families are more likely to be impacted by the SBT and tend to have higher sugary beverage consumption.

Eligible and enrolled families completed surveys that collected information about the beverage consumption and diet quality of the children and parents. Surveys were available in four languages (English, Somali, Spanish, and Vietnamese) and multiple formats (online, telephone and in-person). Researchers surveyed the families before the SBT went into effect and they plan to repeat the surveys with the same children and families after the start of the tax.

What are the main results?

- ✓ Researchers were able to collect data from an ethnically and racially diverse sample of low-income families. However, the Seattle and comparison samples were different when it came to race, household income, and food insecurity.
- ✓ At baseline, **beverages without added sugars (non-taxed, sugar-free beverages)** were consumed the most by children and parents in Seattle (47.8 oz/day) and the comparison area (49.8 oz/day). Within this category of non-taxed sugar-free beverages, tap and bottled water had the highest average consumption by children and parents.
- ✓ The second highest consumed were **beverages with added sugars (taxed beverages)**. Within this category, children's consumption was highest for soda/pop with sugar and fruit-flavored beverages with sugar. Parents' highest consumption for taxed beverages was somewhat different, with prepared tea or coffee with sugar and soda/pop with sugar as the highest.

- ✓ On average, children and parents in the comparison area consumed more taxed beverages than those in the City of Seattle. Child consumption of sugary, taxed beverages in the comparison area averaged 14.1 oz/day compared to 8.6 oz/day in Seattle. Adult consumption of sugary, taxed beverages in the comparison area averaged 21.4 oz/day compared to 14.3 oz/day in Seattle.

What do the results mean?

- ✓ The lower level of beverage consumption by Seattle children and parents may make it difficult to detect a reduction in consumption of these types of beverage over time.
- ✓ Since the Seattle and comparison samples were different when it came to race, household income, and food insecurity, future analyses will create a better balance between the samples by applying statistical weights to adjust the Seattle and comparison samples. This will create a more appropriate comparison between Seattle and the comparison area.

What are the next steps?

Researchers will contact the same families who participated in the survey and repeat the survey at 6-months, 12-months, and 24 months after the start of the tax. The follow-up data will be compared to the baseline data to determine if there were changes in beverage consumption. Collecting data at multiple times will allow researchers to more reliably estimate the impact of the SBT on consumption and control for seasonal variation (how beverage consumption varies by season).

COMPONENT 3 | NORMS AND ATTITUDES SURVEY

What did this component study?

This component is assessing whether the SBT changes residents' perceptions about sugary beverages and the tax itself. Researchers used online and telephone surveys in three languages (English, Spanish, Vietnamese) to collect information from adults in Seattle and those in a comparison area (Minneapolis, MN and the D.C. metro area). The survey questions focused on four topics: support for the tax, perceived economic impacts of the tax, perceived health impacts of the tax, and perceived healthfulness of sugary beverages.

What are the main results?

- ✓ Seattle and the comparison area had similar demographic characteristics and responses about norms and attitudes to the tax.
- ✓ A majority of people who completed the survey (58%) supported the SBT in Seattle. There were some differences by income and race. In Seattle, 51% of lower income participants and 62% of higher income participants supported the tax. Support for the tax was highest among people who are non-Hispanic white (63%). There was lower support for the tax among people who are non-Hispanic of “other” races (55%), people who are Hispanic (52%), and people who are non-Hispanic Asian (48%). Support for the tax was lowest among people who are non-Hispanic Black (45%).
- ✓ A majority of people who completed the survey (58%) believed the tax will improve health and wellbeing of children. A majority of people who completed the survey (55%) believed the tax will improve the public’s health generally.
- ✓ Despite lower levels of support for the tax, 53% of people who are non-Hispanic Black perceived that the tax will positively impact low-income people and people of color, 32% reported that the tax will negatively impact low-income people and people of color, and 15% reported that they “don’t know”
- ✓ A majority of people who completed the survey (79%) did not think the tax would negatively impact their own finances. A majority of people who completed the survey (53%) did not think the tax would negatively affect small businesses.
- ✓ A majority of people who completed the survey (82%) thought that drinking sugary beverages causes serious health effects.

What do the results mean?

- ✓ Since the demographics, norms and attitudes in Seattle and the comparison area were similar at baseline, this is good evidence that the comparison area is a reasonable comparison for Seattle. This is important since researchers plan to analyze the change in norms and attitudes in 2019, after the SBT has been in effect.
- ✓ The baseline results suggest that while a majority support the tax, support for the tax may be somewhat lower among people who are non-Hispanic Black (45% support the tax) and low-income participants (51% support the tax) within Seattle.

What are the next steps?

Researchers will run the survey again in 2019 with a new sample of participants, both in Seattle and in the comparison area. The 2019 data will be compared to the baseline data to measure whether attitudes towards the healthfulness of sugary beverages and the tax itself have changed over time.

COMPONENT 4 | STAKEHOLDER INTERVIEWS AND FOCUS GROUPS

What did this component study?

The objective of the stakeholder interviews and focus groups was to understand the pre-tax perceptions about the SBT from the following perspectives: Seattle residents and specifically lower income households, beverage retailers, tax administrators, and City officials. Researchers held six focus group discussions (which included 54 participants from two adult consumer groups, three youth consumer groups, and one group of restaurateurs) and 16 one-on-one interviews (with two community organization representatives, four distributors/manufacturers, five retailers, and five City of Seattle staff and elected officials). Topics included 1) attitudes about sugary beverages and purchasing and consumption of these beverages; 2) perceptions about the SBT and proposed use of its revenues, 3) concerns related to implementation of the tax, and 4) perceived anticipated consumer and business impacts.

What are the main results?

- ✓ Consumer and business participants shared the perspective that consumption of sugary beverages was common and that most sugary beverages were unhealthy.
- ✓ Knowledge about the SBT varied, with Councilmembers, distributors, and a health advocacy organization being the most knowledgeable.
- ✓ Business representatives varied on whether they would absorb or pass the tax onto clients and consumers.
- ✓ Some consumers anticipated they would be less inclined to buy sugary drinks or would consider cross-border shopping.
- ✓ Consumers and Councilmembers felt that the tax would have a negative financial impact on low-income people and communities of color compared to other populations; they also felt the SBT and its revenue usage had the potential to reduce sugary beverage consumption and improve health for these communities.

- ✓ Communication and understanding of the tax was mixed. While distributors and some restaurateurs were aware of the SBT and received communication from the City of Seattle about the tax, they and other businesses wanted more information about how the implementation would impact their type of business. There was limited awareness among consumers about the tax and SBT revenue usage.
- ✓ All groups supported the idea of using revenues to support health-promoting activities like expanding access to healthy foods for low-income populations.

What do the results mean?

There is a need to improve communication overall and about where to find more detailed information about the tax and how revenues are being used.

What are the next steps?

This baseline study marks the end of the Stakeholder Interviews and Focus Groups. After careful consideration with the Sweetened Beverage Tax Community Advisory Board and the SBT Evaluation City Review Team, it was decided that resources will be reallocated to support expanded food security assessment activities in 2018.

Conclusion and Looking Ahead to 2019

The *Baseline report: pre-implementation of the Sweetened Beverage Tax* (August 2018) was the only report released by the SBT Evaluation Team in 2018, but it provided the baseline (pre-tax) data across a four studies all occurring at the same time.

Throughout 2018, the SBT Evaluation was busy collecting the 6- and 12-month follow-up data for the Store Audit and Child Cohort. It also got started on a new component to assess food access, food security, and the food bank network in Seattle. The following chart summarizes the SBT Evaluation activities in 2018, with a number of reports anticipated in 2019.

| COMPONENT | EVALUATION QUESTIONS | 2018 ACTIVITIES (2019 REPORTS) |
|---|---|---|
| 1 Store Audit | Does the SBT affect the prices of taxed and untaxed beverages? | Follow-up 6-month and 12-month store audits |
| 2 Child Cohort | Does the SBT affect children's and parents' beverage consumption and diet quality? | Follow-up 6-month and 12-month surveys |
| 4 Stakeholder Interviews and Focus Groups | How do City officials, consumers, and business perceive the SBT? | None |
| 5 Food access, food security, and food bank network assessments <i>(NEW in 2018)</i> | <ul style="list-style-type: none"> ✓ What do we know about "access" to healthy food? ✓ Which Seattle areas should we prioritize when it comes to increasing access to healthy food? ✓ How available is healthy food in Seattle, and what does it cost? ✓ How many people experience food insecurity in Seattle, and who are they? ✓ How is the food bank network meeting the needs of its clients? | <ul style="list-style-type: none"> ✓ Literature review ✓ Mapping Seattle's healthy food priority areas ✓ Analysis of sub-sample of store audit data ✓ Analysis of census and survey data ✓ Survey, interview, and focus groups with Seattle food banks |

Thank you

Sweetened Beverage Tax Community Advisory Board

<https://www.seattle.gov/sweetened-beverage-tax-community-advisory-board/about-the-board>