

SUMMARY and FISCAL NOTE

Department:	Dept. Contact/Phone:	Executive Contact/Phone:
Human Services Department	Jason Johnson/684-0113	Daniel Kirk/727-8517

1. BILL SUMMARY

- a. **Legislation Title:** AN ORDINANCE related to appropriations for the Human Services Department; amending Ordinance 125724, which adopted the 2019 Budget; lifting a proviso; and ratifying and confirming certain prior acts.
- b. **Summary and background of the Legislation:** This legislation lifts a budget proviso placed on funds in Human Services Department related to the use of Sweetened Beverage Tax (SBT) funds to support a media campaign to increase public awareness of SBT (Green Sheet 14-8-E-1-2019).

The 2019 Adopted Budget includes \$1,728,468 in SBT appropriations in the Human Services Department. Council adopted a proviso on these funds which states:

“Of the appropriation in 2019 for the Human Services Department, no Sweetened Beverage Tax funds provided for media campaigns may be spent until approved by ordinance. Council expects to lift the proviso after a report has been submitted and approved by the Finance and Neighborhoods Committee specifying the Department's plans for these funds, including the types of activities that will be supported, the types of entities that will be eligible to apply, and how the Department or contractee will assure the language accessibility or the resulting activities and products, especially for non-english speaking low-income individuals.”

As a companion to this legislation, HSD has transmitted the described report to the City Council.

2. CAPITAL IMPROVEMENT PROGRAM

- a. Does this legislation create, fund, or amend a CIP Project? ___ Yes X No

3. SUMMARY OF FINANCIAL IMPLICATIONS

- a. Does this legislation amend the Adopted Budget? X Yes ___ No
The legislation removes a proviso Council adopted with the 2019 Budget.
- b. Does the legislation have other financial impacts to the City of Seattle that are not reflected in the above, including direct or indirect, short-term or long-term costs?
All anticipated costs to the Human Services Department have been included in the 2019 Adopted Budget and are reflected above.

c. Is there financial cost or other impacts of *not* implementing the legislation?

The purpose of SBT is to reduce consumption of sugary beverages. The media campaign includes the following project goals:

- 1) Raise awareness of harmful health effects of sugar-sweetened beverages (SSBs) and of healthier beverage choices.
- 2) Raise awareness of the deceptive and manipulative marketing of SSBs to people of color and low-income communities (especially youth and young adults) and generate action and resistance.
- 3) Raise awareness of Seattle's SBT (how it works, revenues raised, how revenue is being used) and build support for the SBT.

Without the media campaign, the message encouraging reduced consumption may be lost.

4. OTHER IMPLICATIONS

a. Does this legislation affect any departments besides the originating department?

No.

b. Is a public hearing required for this legislation?

No public hearing is required for this legislation.

c. Does this legislation require landlords or sellers of real property to provide information regarding the property to a buyer or tenant?

No property is involved with this legislation.

d. Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required for this legislation?

No publication of notice is required for this legislation.

e. Does this legislation affect a piece of property?

This legislation does not impact any property.

f. Please describe any perceived implication for the principles of the Race and Social Justice Initiative. Does this legislation impact vulnerable or historically disadvantaged communities?

This legislation releases funds to support a public awareness and counter media campaign to reduce consumption of sugar-sweetened beverages (SSBs). Manufacturers of SSBs may utilize deceptive and manipulative campaigns to market SSBs to people of color and low-income communities (especially youth and young adults). One result of these practices is that the cost burden of the SBT falls on these same communities. The media campaign supported by HSD includes the following goals which will help reduce both consumption of SSBs and the cost burden on these communities.

- 1) Raise awareness of harmful health effects of sugar-sweetened beverages (SSBs) and of healthier beverage choices.

- 2) Raise awareness of the deceptive and manipulative marketing of SSBs to people of color and low-income communities (especially youth and young adults) and generate action and resistance.
- 3) Raise awareness of Seattle's SBT (how it works, revenues raised, how revenue is being used) and build support for the SBT.

g. If this legislation includes a new initiative or a major programmatic expansion: What are the specific long-term and measurable goal(s) of the program? How will this legislation help achieve the program's desired goal(s).

This legislation lifts a proviso on SBT funds to support a media campaign. The campaign has the following goals:

- 1) Raise awareness of harmful health effects of sugar-sweetened beverages (SSBs) and of healthier beverage choices.
- 2) Raise awareness of the deceptive and manipulative marketing of SSBs to people of color and low-income communities (especially youth and young adults) and generate action and resistance.
- 3) Raise awareness of Seattle's SBT (how it works, revenues raised, how revenue is being used) and build support for the SBT.

Other Issues:

- None

List attachments/exhibits below:

Summary Attachment A - HSD SBT Counter-Marketing Proviso Response to City Council
Green Sheet 14-8-E-1-2019