

ANNUAL EVALUATION RUBRIC

The following process and questions can be used during the budget development process each year to determine ongoing and new investments:

Review last year's funding goals and success

- Review data from prior years Alcohol Tax spending and accomplishments
- What were the goals and metrics for last year's alcohol tax? Did we meet our goals?

Set priorities & goals for next year's funding

- What are our goals for next year's alcohol tax?
- What issue(s) do we want to address with next year's Alcohol Tax funding?
- What are the measures of success for next year's alcohol tax projects?

Assess the current status of priority issues

- Of these issues prioritized for next year's funding, does current alcohol tax funding address these issues?
- Are there other funds/groups already working successfully on this issues?
- If it isn't being adequately addressed, how can the alcohol tax be used to make transformative change in this area? Who are potential partners or matching funders?

Determine how to address next year's priorities

Looking at the priorities and goals set for next year's Alcohol Tax, how do we allocate the funds to achieve success?

- What should be carried over from the current year?
- Review Strategies from the Roadmap for Safety and Wellbeing, are there certain strategies to pursue that best address the priority issue(s)?
- Once the strategies for funding are selected, how should funding be allocated and awarded?
- Do allocations of short and long-term investments need to be rebalanced to meet this year's goals?
- Do investments of competitive grants and designated recipients need to be rebalanced to meet this year's goals?
- How should we seek proposals to address our strategies?
- If the above discussion leads to major changes to the budget, how do we create an offramp for the projects currently funded that will not receive funding in the future?

VISION

Safety and wellbeing for all in Anchorage

- Everyone has access to safe, affordable housing.
- Everyone has the opportunity to have their basic needs met, so they may thrive.
- Everyone has access to whole-person health care and supports.
- Everyone has access to quality education, and training.
- People feel safe and connected to family, friends, neighbors, and their community.

MISSION

Investments from the Alcohol Tax will make measurable improvements to prevent and address the related issues of:

- Public safety, law enforcement, and emergency response
- Child abuse and neglect, sexual assault, and domestic violence
- Behavioral health
- Homelessness

VALUES

Investments from the Alcohol Tax will be guided by the following values:

- **We value connection:** we understand that connections among family, friends, and neighbors create safety and wellbeing for all in Anchorage
- **We listen and respond to all communities:** we listen to residents from all parts of Anchorage and make investments that respond to community priorities and build on strengths
- **We understand that meeting basic needs is the first step:** we know that when all residents have safe housing, adequate food, access to health care, and quality education and employment our community is safer and healthier for everyone.
- **We try new things:** we innovate and test new approaches.
- **We do what we know works:** we use evidence to guide investments including traditional and cultural practices, quantitative data, successful approaches from other communities, and lived experience.
- **We measure what we do:** we set goals and track our progress to demonstrate results.
- **We make government accessible:** we make it easier to see how funds are spent, to access funds and see their impact.
- **We think long term:** we know big problems won't be solved quickly. We prioritize prevention and long-term wellbeing, and we invest in making a better future.

GOALS for Alcohol Tax Investments

- Goal 1 | Housing** Utilize alcohol tax funds for housing projects and programs serving low-income households and people experiencing homelessness.
- Goal 2 | Economic Stability** Utilize alcohol tax funds for programs that increase work skills, earning potential, and financial independence.
- Goal 3 | Health** Utilize alcohol tax funds to address gaps and needed supports to prevent and reduce harms due to behavioral health crisis.
- Goal 4 | Learning** Utilize alcohol tax funds to support literacy and early education, and help children and families thrive.
- Goal 5 | Community** Utilize alcohol tax funds to enhance public safety and health services, and increase community connections.

HOW

Investments from the Alcohol Tax should be effective, efficient, transparent:

- The Roadmap for Safety and Wellbeing is used to make measurable improvements in the issues the Alcohol Tax was created to address
- Alcohol tax investments are made through efficient and accessible processes
- There is regular reporting to the public and build understanding and accountability

Focusing on...

Equitable opportunities Healthy families and relationships Affordable housing Education and training Safe communities Whole person health

...will help us address...

Lack of basic resources Partner and family violence Homelessness Low-wage work Behavioral health crises Crime and insecurity

...and will meaningfully reduce the issues voters prioritized for the Alcohol Tax.

Lack of public safety Domestic violence, sexual assault Child abuse and neglect Homelessness Mental health issues and addiction

DESIGNATED USES FOR ALCOHOL TAX INVESTMENTS

- 1** Public safety, law enforcement, and emergency response
- 2** Child abuse and neglect, sexual assault, and domestic violence
- 3a** Behavioral health
- 3b** Homelessness

Funds are used to prevent and address issues in the areas above in accordance with voter intent and Anchorage Municipal Code. A lens overlaying all three designated uses is addressing inequity in our community. Investments from alcohol tax funds should be targeted to eliminate disparities in an effort to achieve the vision of safety and wellbeing for all in Anchorage.

RECOMMENDED IMMEDIATE ACTIONS FOR 2024-2025

- 1** Hold a worksession for the Assembly and Administration to work through the Evaluation Rubric in this action plan to evaluate past success and set 2025 goals.
- 2** Develop and implement an annual Communication Plan to build public awareness and understanding. Sample Communication Plan included in the Roadmap.
- 3** Designate a municipal position to coordinate and monitor implementation of this roadmap and oversee Alcohol Tax investments, including information gathering for budget development.
- 4** Develop and adopt an annual process that starts at the beginning of the calendar year, captures data and lessons learned from previous year, allows time for departments to complete procurement before the end of the year, and aligns with MOA budget process.
- 5** Determine channels to gather community and expert input on Alcohol Tax decisions throughout the year; this could be an existing board or committee.
- 6** Determine how the Roadmap guides or informs the annual process to set annual or multi-year priorities from the Roadmap to guide Alcohol Tax investments.
- 7** Communicate regularly between the Assembly and municipal department leaders to ensure understanding and agreement with annual process.
- 8** Identify other funding sources such as the Marijuana Tax, Opioid Settlement Funds, and private foundation funds that could be invested alongside Alcohol Tax funds to increase impact; meet regularly with a 'Funders Group' or other body to coordinate investments.
- 9** Make necessary revisions to MOA procurement policies to support the annual process, allow multi-year investments of Alcohol Tax revenues, allow funds appropriated in one year to be spent the following year, and provide clear guidance to departments for implementation.
- 10** Develop a required annual reporting process on how funds are spent and progress made on metrics for each funded item, including internal MOA projects and grants to outside entities.
- 11** Once the 2024-25 Action Plan has been completed, review the Roadmap, specifically the HOW section to determine action goals for the following years.