

<p><b>Chairperson</b> Carolyn Wysinger</p> <p><b>Vice Chairperson</b> Gabe Quinto</p>	<p><b><i>El Cerrito Municipal Services Corporation Agenda</i></b></p>	<p><b>Boardmembers</b> William Ktsanes Lisa Motoyama Alexandra Orologas Karen Pinkos Rebecca Saltzman</p>
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This information can be interpreted for you free of charge. Visit City Hall at 10890 San Pablo Ave., El Cerrito, CA 94530 or learn more at [www.el-cerrito.org/LanguageAccess](http://www.el-cerrito.org/LanguageAccess)

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**TUESDAY, JANUARY 21, 2025**

**SPECIAL MUNICIPAL SERVICES CORPORATION MEETING (5:00 PM)**  
City Council Chambers - 10890 San Pablo Ave, El Cerrito

**Closed Captions available Via Zoom:**  
<https://us06web.zoom.us/j/89041509229?pwd=4chXiyyWJ08gR0wdyWrUvazwWblQ5W.1>  
**Meeting ID:** 890 4150 9229 **Password:** 887482 **Dial in:** 1-408-638-0968

**View:**

1. Cable T.V. Broadcast on KCRT Channel 28
2. Livestream Online at [www.el-cerrito.org/CouncilMeetingMaterials](http://www.el-cerrito.org/CouncilMeetingMaterials)

**Accommodations:** In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Board Secretary at 510-215-4305. Notification 48 hours prior to the meeting will enable the Agency to make reasonable accommodations. Closed Captions available via zoom.

**Conduct:** This meeting shall be conducted pursuant to the El Cerrito [City Council Rules of Order and Procedure](#), including adjourning by 11:00 PM unless extended to a specific time determined by a majority of the Board.

**Public Comments:**

1. *In-person* by submitting a request to speak to the Board Secretary.
2. *By Email* to [cityclerk@ci.el-cerrito.ca.us](mailto:cityclerk@ci.el-cerrito.ca.us) identified in the subject line as **MSC Public Comments – Agenda Item #.**

Written comments received by **2:00 p.m. the day of the meeting** will be provided to the Board and posted [online](#) in advance of the meeting. Comments received after the deadline will be provided to the Board and will be posted **after the meeting.**

<p><b>Chairperson</b> Carolyn Wysinger</p> <p><b>Vice Chairperson</b> Gabe Quinto</p>	<p><b><i>El Cerrito Municipal Services Corporation</i></b> Agenda</p>	<p><b>Boardmembers</b> William Ktsanes Lisa Motoyama Alexandra Orologas Karen Pinkos Rebecca Saltzman</p>
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**5:00 ROLL CALL - CONVENE SPECIAL MUNICIPAL SERVICES CORPORATION MEETING**

**1. ORAL COMMUNICATIONS FROM THE PUBLIC**

*All persons wishing to speak should sign up with the Board Secretary. Remarks are typically limited to 3 minutes per person and to items on the special meeting agenda only.*

**2. ADOPTION OF THE CONSENT CALENDAR**

*All items on the consent calendar shall be acted upon in one motion, unless a member of the Board or staff request separate consideration.*

**A. Approval of Minutes**

**Action Proposed:** Approve the Municipal Services Corporation Meeting minutes from June 18, 2024.

**Contact:** Holly M. Charléty, Board Secretary, City Management

**3. PRESENTATIONS**

**A. Coordinated Outreach Referral Engagement (CORE) Program Update**

**Action Proposed:** Receive an update on the City’s Coordinated Outreach Referral Engagement (CORE) Tri-City/County Partnership with Contra Costa Health, Housing and Homeless Services.

**Contact:** Aissia Ashoori, Housing-Economic Development Manager, Community Development Department; Alexandra Orologas, Assistant City Manager, City Management

**4. POLICY MATTERS**

**5. ADJOURN SPECIAL MUNICIPAL SERVICES CORPORATION MEETING**

<p><b>Chairperson</b> Tessa Rudnick</p> <p><b>Vice Chairperson</b> Carolyn Wysinger</p>	<p><b><i>El Cerrito Municipal Services Corporation</i></b></p>	<p><b>Boardmembers</b> Paul Fadelli Lisa Motoyama Karen Pinkos Gabe Quinto Alexandra Orologas</p>
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**DRAFT MINUTES**  
**TUESDAY, JUNE 18, 2024**

<p><b>SPECIAL MUNICIPAL SERVICES CORPORATION MEETING (5:30 PM)</b> City Council Chambers - 10890 San Pablo Ave, El Cerrito</p> <p><b>Closed Captions available Via Zoom:</b> <a href="https://us06web.zoom.us/j/82256771598?pwd=OqB6CdlKevJxHHSLSVqsnS2Bu417x1.1">https://us06web.zoom.us/j/82256771598?pwd=OqB6CdlKevJxHHSLSVqsnS2Bu417x1.1</a> <b>Meeting ID:</b> 822 5677 1598 <b>Password:</b> 857460 <b>Dial in:</b> 1-408-638-0968</p>
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Written comments received by **2:00 p.m. the day of the meeting** will be provided to the Board and posted [online](#) in advance of the meeting. Comments received after the deadline will be provided to the Board and will be posted **after the meeting**.

**5:30 PM      ROLL CALL - CONVENE SPECIAL MUNICIPAL SERVICES CORPORATION MEETING**  
Mayor Rudnick called the meeting to order at 5:34 PM. **Present:** Chairperson Rudnick, Vice Chairperson Wysinger, Boardmember Fadelli, Boardmember Motoyama, Boardmember Orologas, Boardmember Pinkos, Boardmember Quinto  
**Absent:** None

1. **CONSIDER AND TAKE ACTION ON ANY REQUEST FROM A BOARDMEMBER TO PARTICIPATE IN THE MEETING REMOTELY DUE TO EMERGENCY CIRCUMSTANCES PURSUANT TO AB 2449**

**2. ADOPTION OF THE CONSENT CALENDAR**

*All items on the consent calendar shall be acted upon in one motion, unless a member of the Board or staff request separate consideration.*

**Moved/Seconded:** Chairperson Motoyama/Vice Chairperson Wysinger

**Action:** Approved the consent calendar as indicated below.

**Ayes:** Chairperson Rudnick, Vice Chairperson Wysinger, Boardmember Fadelli, Boardmember Motoyama, Boardmember Orologas, Boardmember Pinkos, Boardmember Quinto **Noes:** None

**A. Approval of Minutes**

**Action Proposed:** Approve the Municipal Services Corporation Meeting minutes from March 19, 2024.

**Contact:** Holly M. Charléty, Board Secretary, City Management

**Action:** Approved Minutes

**3. POLICY MATTERS**

**A. Approval of the Fiscal Year 2024-25 Proposed Budget and Spending Authority**

**Action Proposed:** Adopt a resolution approving the Municipal Services Corporation Fiscal Year 2024-25 budget.

**Contact:** Crystal Reams, Finance Director/City Treasurer; Claire Coleman, Budget/Financial Services Manager; Finance Department

**Presentation and Discussion:** Presenters and staff responded to comments and questions raised by members of the council regarding trending assumptions for year two, participating partnering cities, and amount of time allocated to El Cerrito, and timing of analysis regarding the pilot program.

**Moved/Seconded:** Boardmember Motoyama/Boardmember Fadelli

**Action:** Approved MSC Resolution 2024-03. **Ayes:** Chairperson Rudnick, Vice Chairperson Wysinger, Boardmember Fadelli, Boardmember Motoyama, Boardmember Orologas, Boardmember Pinkos, Boardmember Quinto **Noes:** None

**4. ADJOURN SPECIAL MUNICIPAL SERVICES CORPORATION MEETING**

The special meeting adjourned at 5:40 PM

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Carolyn Wysinger, Chairperson

This is to certify that the foregoing is a true and correct copy of the minutes of the Municipal Services Corporation meeting of June 18, 2024 as approved by the El Cerrito Municipal Services Corporation.

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Holly M. Charléty, MMC, Board Secretary

***El Cerrito  
Municipal Services Corporation***

**AGENDA BILL**

Agenda Item No. 3.A.

**Date:** January 21, 2025  
**To:** El Cerrito Municipal Services Corporation Board of Directors  
**From:** Aissia Ashoori, Housing-Economic Development Manager, Community Development Department; Alexandra Orologas, Assistant City Manager, City Management  
**Subject:** Coordinated Outreach Referral Engagement (CORE) Program Update

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**ACTION PROPOSED**

Receive an update on the City's Coordinated Outreach Referral Engagement (CORE) Tri-City/County Partnership with Contra Costa Health, Housing and Homeless Services.

**BACKGROUND**

On [December 19, 2017](#), the City Council adopted the [Commercial Cannabis Ordinance, Chapter 6.80](#) of the El Cerrito Municipal Code. Between 2018-2020, the City issued two Cannabis Operating Permits to El Cerrito Wellness Center Partners, Inc also known as NUG and Authentic El Cerrito, LLC, also known as STIIIZY, for storefront businesses. Given that the City does not have a cannabis business tax, which would require voter approval through a ballot measure, each Cannabis Operating Permit regulates the negotiated fee terms. Both Operating Permits require two forms of monetary contributions to the City in the form of community benefits fees and community benefits contributions, both calculated on a percentage of annual gross receipts.

On [November 7, 2023](#), the Municipal Services Corporation (MSC) received an update on the City's commercial Cannabis Operating Permits performance and community benefits contributions. Staff provided details for both permits along with each associated community benefit contributions. Both Cannabis Operating Permits require two payments which are distinguished by: 1) Community Benefit Gross Receipts Fee (General Fund); 2) Community Benefit Quality of Life Contribution (restricted use). Information was provided on how the quality-of-life contributions could be utilized to leverage and provide additional services to the City's unhoused population in partnership with Contra Costa County and other neighboring cities. As a result, the MSC provided general staff direction to explore a CORE Program for El Cerrito and to return with options for consideration.

On [March 19, 2024](#), the MSC adopted [Resolution 2024-02](#), authorizing a one-year pilot sharing a CORE team through a Tri-City/County partnership for the period of July 1, 2024 – June 30, 2025. The team is made up of the cities of El Cerrito and San Pablo along with Contra Costa County. The MSC appropriated an up-to amount of \$15,000 as a pilot contribution to the Housing Security Fund. The Fund is intended to cover gaps in services available through the coordinated entry system for persons who are currently experiencing or at imminent risk of homelessness for the purpose of rapidly housing or diverting persons from homelessness and the emergency shelter system.

City and County staff will provide an update for CORE services provided between July 1, 2024 – December 31, 2024.

**STRATEGIC PLAN CONSIDERATIONS**

This action supports the [City's Strategic Plan Goal\(s\)](#) of:

- *Livability and Belonging*
- *Infrastructure and Amenities*
- *Community Safety*

**ENVIRONMENTAL CONSIDERATIONS**

This section is not applicable to this agenda item.

**FINANCIAL CONSIDERATIONS**

There are no fiscal impacts associated with receiving this presentation.

**LEGAL CONSIDERATIONS**

This section is not applicable to this agenda item.

**Reviewed by:**



Karen Pinkos, City Manager

**Attachments:**

1. City Presentation
2. County Presentation
3. CORE EI Cerrito Flyer
4. County Homeless Services Flyer

# Coordinated Outreach Referral & Engagement (CORE) Program Update

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El Cerrito Municipal Services Corporation (MSC)

January 21, 2025

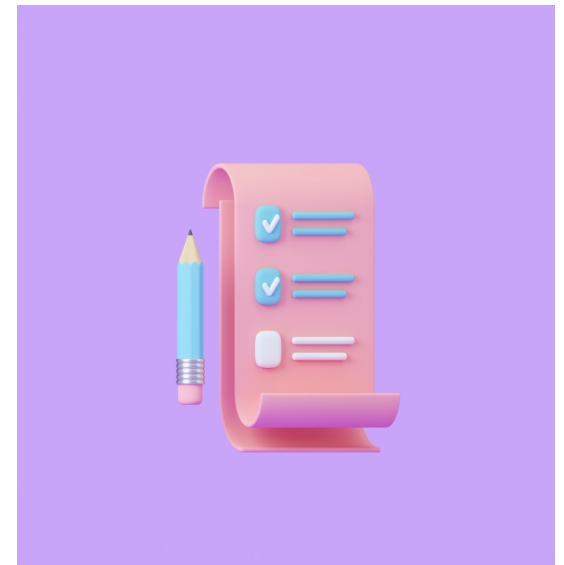
Aissia Ashoori, Housing-Economic Development Manager

Alexandra Orologas, Assistant City Manager

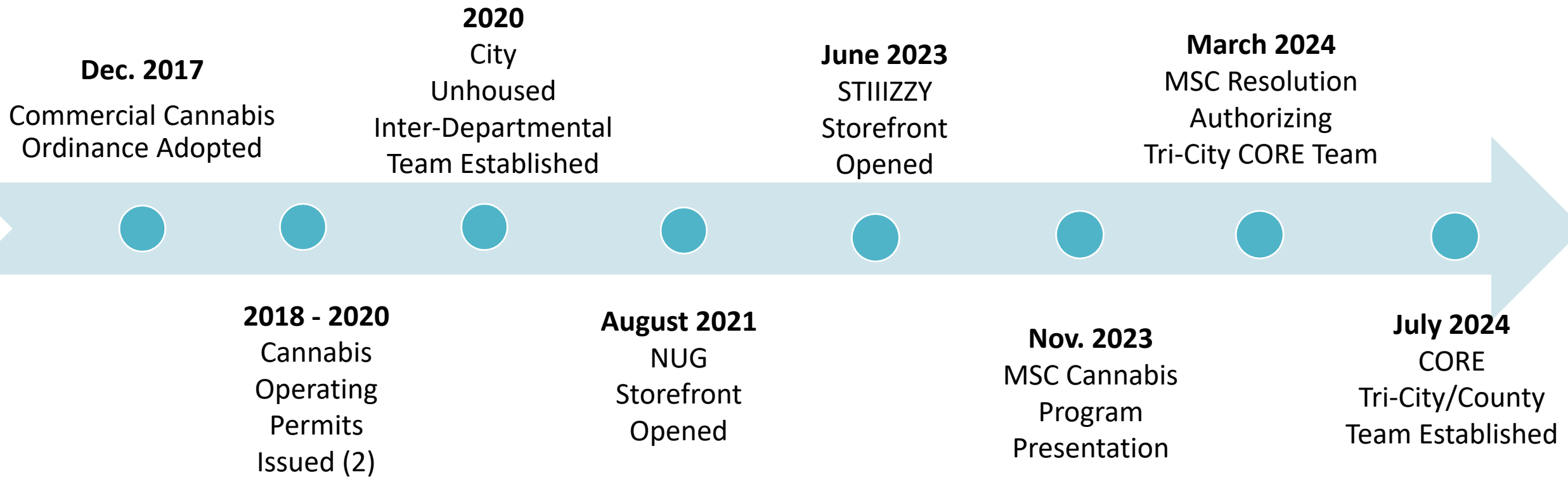


# Agenda

- Background
- Cannabis Community Benefits
  - Overview
  - Quality of Life Fund
- Tri-City/County Partnership
- Contra Costa Health
- Questions & Answers



# Background



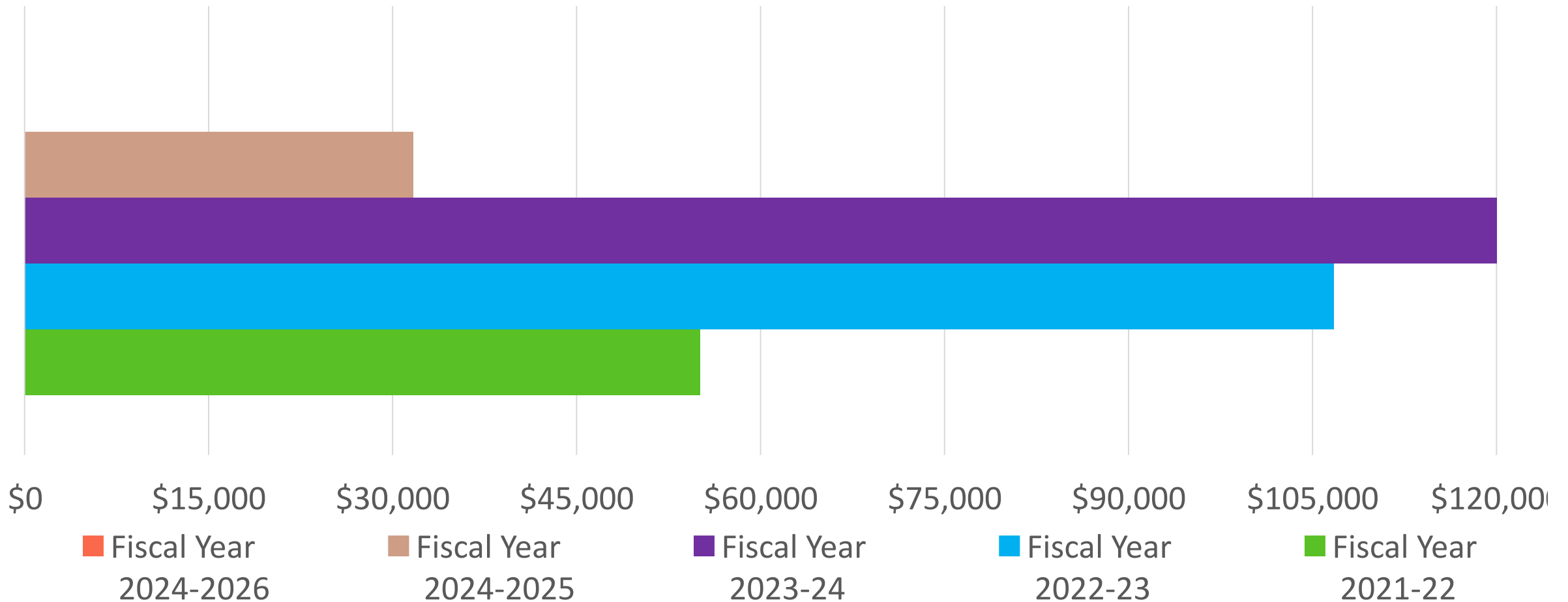
# Cannabis Community Benefits: Overview

- Cannabis Operating Permits
  - NUG, Opened August 2021
  - STIIIZY, Opened June 2023
- Both permits are subject to a 3-year term
- Community Benefits
  1. Community Benefit, Gross Receipts Fee (General Fund)
  2. Community Benefit, Quality of Life Contribution (restricted use)
    - Eligibility: restricted to sponsored groups, non-profits, or other organizations to be used for specific purposes that support the City's goals and objectives.

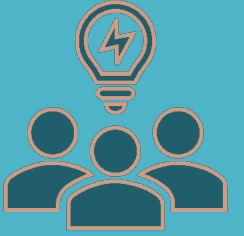


# Quality of Life Fund Contributions: As of 9/30/2024

MSC Balance = \$272,224



# Tri-City/County Partnership



- Tri-City/County CORE Team: El Cerrito, San Pablo and Contra Costa County
- CORE, One-Year Pilot, July 1, 2024 – June 30, 2025:
  - Total \$281,466; \$93,822 – El Cerrito
  - 2.38 employees dedicated to Tri-City/County team
  - 40 hours/week; Tuesday-Saturday (12PM-8PM)
    - El Cerrito, 13.2 hours/week, Tuesdays and Thursdays
  - Customized Homeless Management Information System (HMIS) Database/Reporting
- El Cerrito: Housing Security Fund
  - Up-to \$15,000 contribution
  - Local funding resource to fill the gaps for person experiencing or imminently at risk of homelessness
- Total El Cerrito Budget Authorization: \$108,822

# Contra Costa Health



- Contra Costa Health provides many services to support our unhoused:
  - **Health, Housing and Homeless Services Division (H3)**
    - Integrates housing and homeless services across the health system; and coordinates housing and homeless services
  - **Continuum of Care (COC)**
    - Over 50 providers, including government and non-profits
  - **Coordinated Entry (CE)**
    - Serves as centralized hub for assessing needs/connecting to housing services
  - **Coordinated Assessment Resource and Engagement (CARE) Centers**
    - Drop-in sites for people experiencing homelessness
  - **Coordinated Outreach Referral and Engagement (CORE) Program**
    - Engage and stabilize unhoused individuals/families to facilitate/deliver health and basic need services including permanent housing

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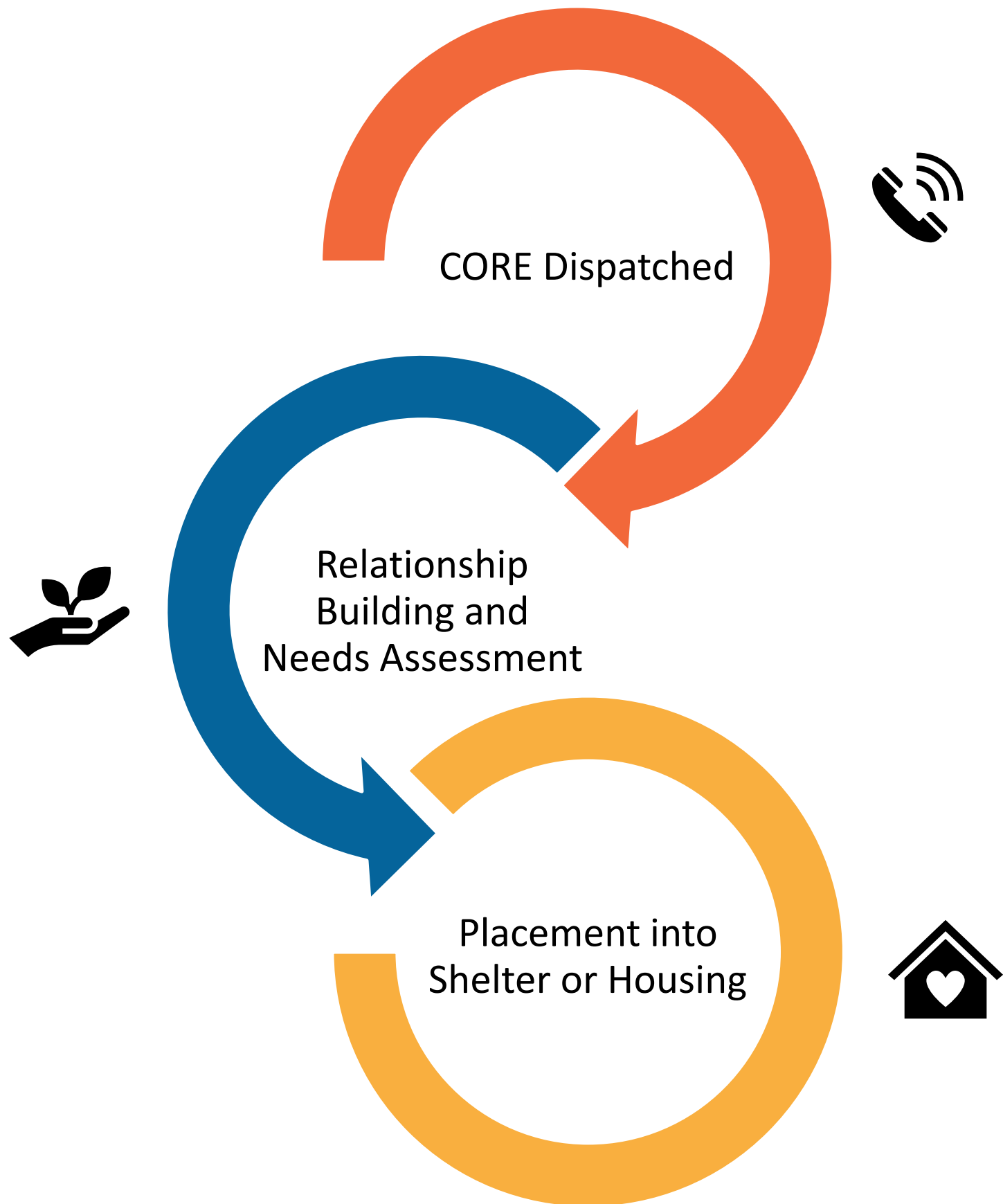


# Coordinated Outreach Referral and Engagement (CORE)

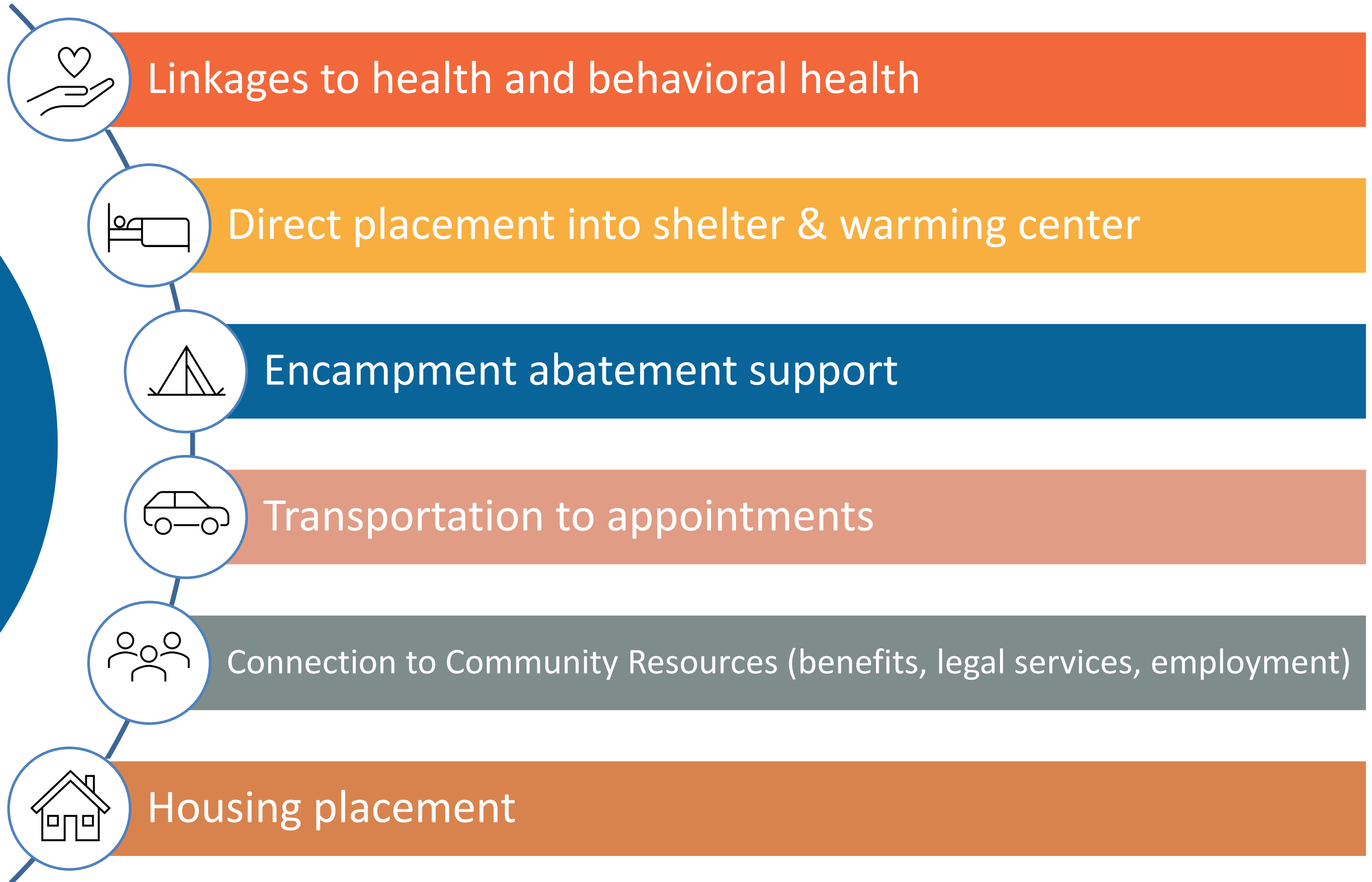
## El Cerrito City Municipal Services Corporation Meeting

January 21, 2025







**Fadi Elhayek, MSW**  
**CORE Program Director**



## Housing Focused Street Outreach



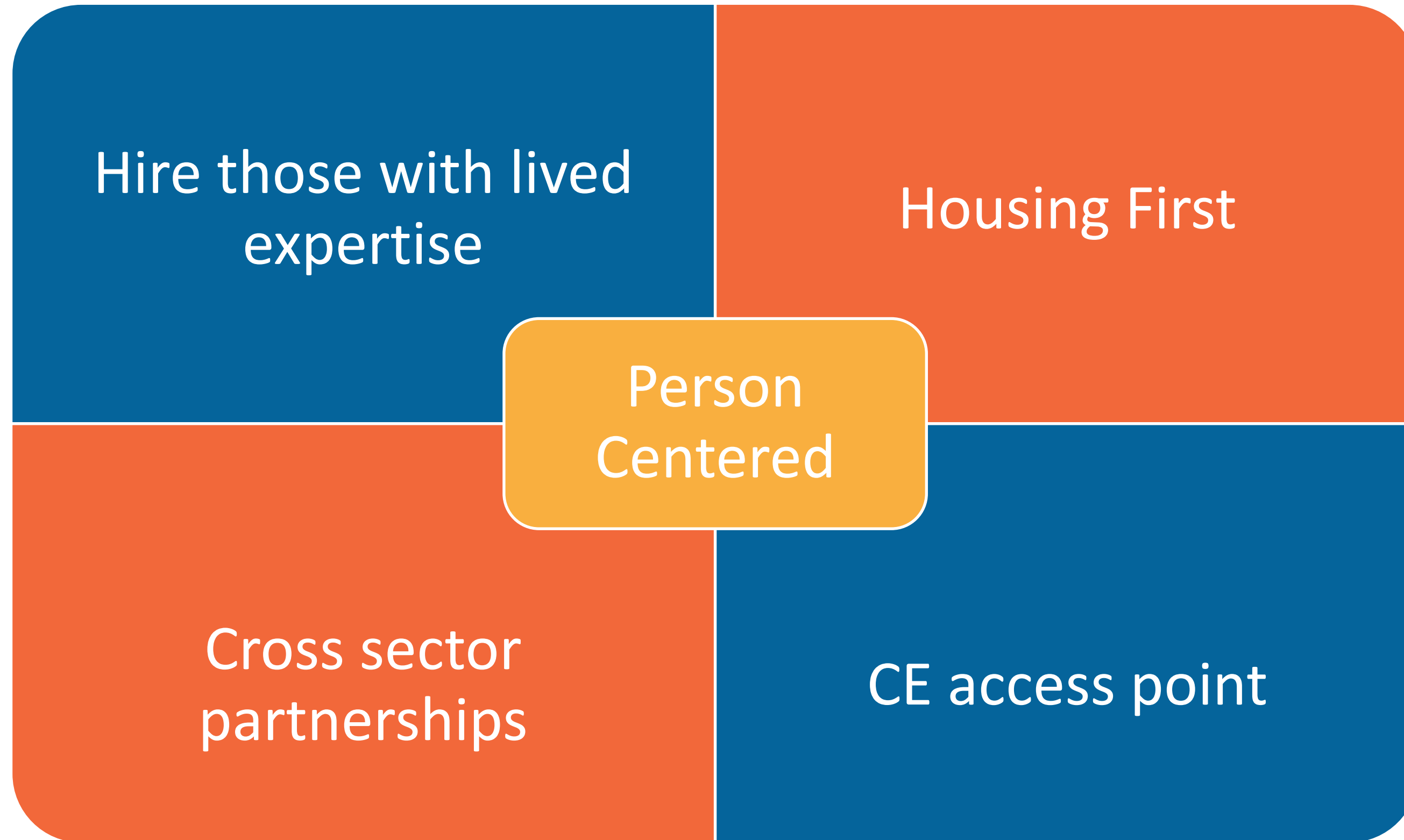
# City/County Partnership

- Concord 
- Martinez 
- Pittsburg 
- Pleasant Hill 
- Richmond 
- San Pablo 
- Walnut Creek 
- El Cerrito 





# CORE Components



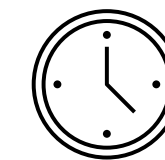


# Contact Us

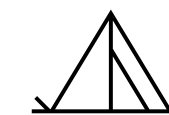
Call 211 and press 3 to connect to CORE



CORE operates 7 days a week 8am-12am



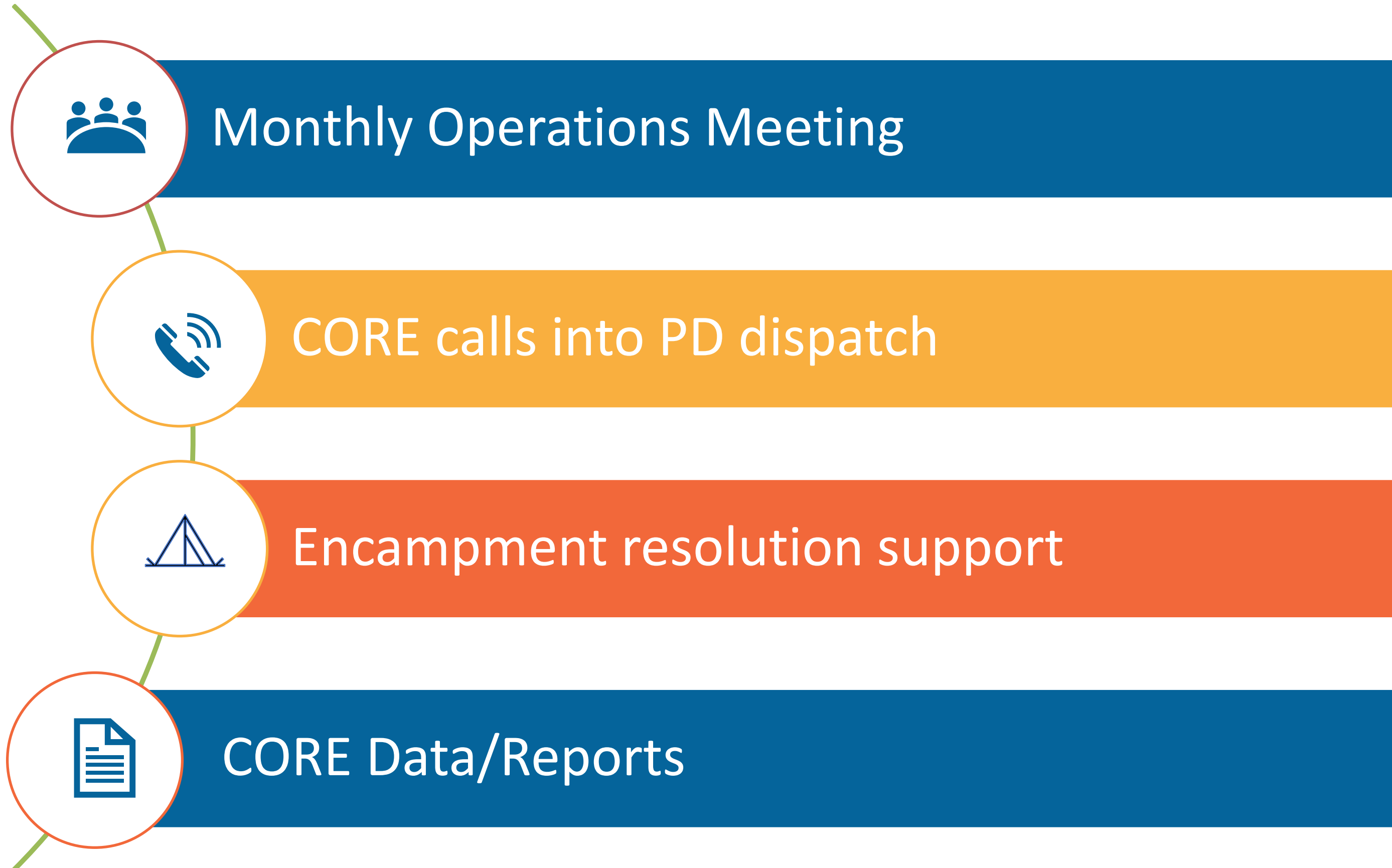
For any questions, email  
[CORE@cchealth.org](mailto:CORE@cchealth.org)



# City & County Collaboration



# City & County Collaboration



# Encampment Protocol



## CONTRA COSTA COUNTY HOMELESS ENCAMPMENT ACTION PROTOCOL

Updated 10/1/2024

### PURPOSE

The purpose of the Homeless Encampment Action protocol is to develop a standard process for municipalities and special districts to identify, respond to, and remove homeless encampments within Contra Costa County. The procedures set forth in this document are intended to facilitate the removal of encampments while supporting the relocation of the encampment inhabitants into shelters.

[CONTRA COSTA COUNTY \(cchealth.org\)](http://www.contracosta.ca.gov)



# Prioritizing Engagement





## Community Outreach Efforts

- Outreach to 115 local businesses in first 6 months of contract
- Prioritized relationship-building with business owners/employees
- Distributed 2-1-1 flyers with information on contacting and accessing our team, and a description of the services CORE provides
- Visited City Hall to provide 2-1-1 Flyers
- Presented at Chamber of Commerce 10/23/2024
- Ongoing collaboration with City staff



# Housing Security Fund

\$15,000 dedicated to supporting unhoused individuals towards securing housing.

Move-in costs, security deposits, application fees, transportation, etc.

**HSF**

Partnership between H3 and City to identify needs and request funds.

As of 1/1/25, \$14,900 remains in the pipeline. As CORE has recently hired additional leadership over the Tri-City Team, we anticipate drawing down ~\$1200 in the next quarter.

# Outcomes & Impacts July 1 – Dec 31, 2024

**80 individuals served by all CORE teams in El Cerrito**  
**49 individuals served by Tri-City Team**



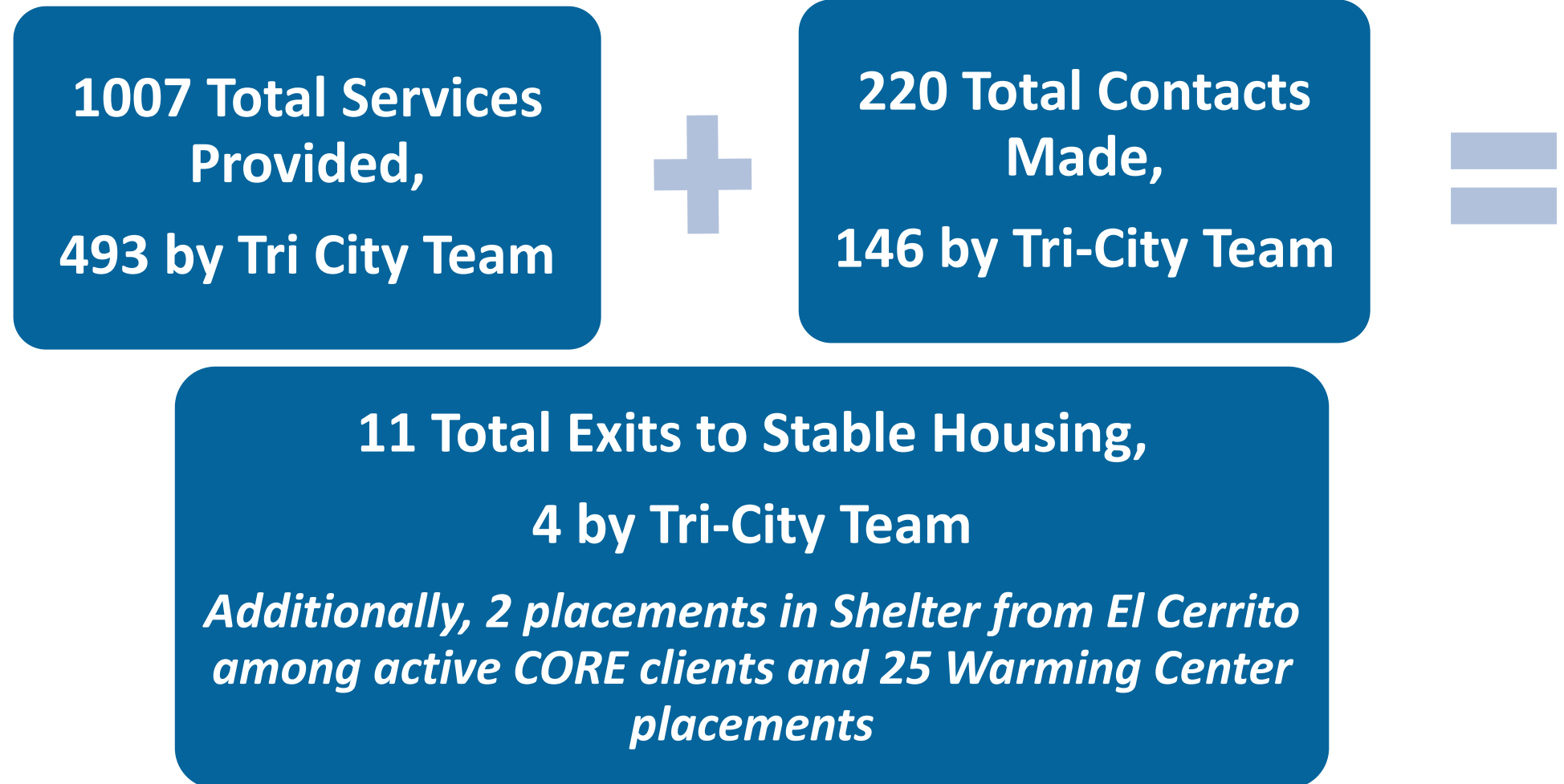
67% (54 individuals) reported having roots in El Cerrito



59% (47 individuals) reported having a "Mental Health Problem"



41% (33 individuals) have been homeless for more than 5 years



## No Contracted Team vs. Part-Time Team

Individuals Served  
**95% INCREASE**

Contacts Made  
**185% INCREASE**

All Services Provided  
**85% INCREASE**

01/01/24 - 06/30/24: 41  
07/01/24 - 12/31/24: 80

01/01/24 - 06/30/24: 77  
07/01/24 - 12/31/24: 220

01/01/24 - 06/30/24: 542  
07/01/24 - 12/31/24: 1007



# El Cerrito Success Stories

**Relationship  
Building**

**Timely  
Service  
Delivery**

**Long-Term  
Goals**

**Complex Care**

**Housing First**



CONTRA COSTA  
**HEALTH**



[cchealth.org](http://cchealth.org)

Thank you!

**Unhoused?  
Facing a mental  
or behavioral  
health crisis?  
Help is available.**

**MENTAL  
HEALTH  
SERVICES**

**A3:  
Anyone,  
Anywhere,  
Anytime**

If you or someone you know is experiencing a mental health crisis, call:  
**844-844-5544**  
24 Hours/7 Days

**UNHOUSED  
SERVICES**

**CORE:  
COORDINATED OUTREACH  
REFERRAL, ENGAGEMENT**

CORE assists unsheltered individuals/families by connecting them to healthcare, basic needs, referrals to shelter.  
CORE operates  
7 Days/Week - 8AM - 12AM

**RESIDENTS**

If you see a community member in need of services, please reach out for support.

**BUSINESS**

The City encourages merchants to contact CORE and/or speak with City staff to discuss specific concerns.

**CORE  
WAYS TO CONNECT**

- Dial 211, Option 3
- Text "HOPE" to 211
- Visit 211cc.org
- Call 911 for emergencies



FOR MORE INFORMATION, CONTACT (510) 215-4361



# Accessing Homeless Services in Contra Costa County

If you are experiencing or at risk of homelessness in Contra Costa, here are three ways you can access services.

## 1) CALL



Call 211 or text "HOPE" to 20121

- Callers will be given resources and information
- Free, confidential service is available 24/7
- Find useful resources online at [211cc.org](http://211cc.org)

Scan here for more info →



[bit.ly/ccgethelp](http://bit.ly/ccgethelp)

## 2) CARE



Walk into a CARE Center

- Coordinated Assessment Resource and Engagement (CARE) Centers are drop-in sites for people experiencing homelessness

**RICHMOND — GRIP**—165 22nd Street  
Mon-Fri: 9 a.m.–3 p.m. | Sat & Sun: 8 a.m.–2 p.m.

### Services

- Basic needs (meals, bathrooms, mail, laundry, showers)
- Case management

**WALNUT CREEK — Trinity Center**—1888 Trinity Ave.  
Mon-Fri: 8 a.m.–4 p.m.

### Services

- Basic needs (meals, bathrooms, mail, laundry, showers)
- Case management
- Adults only

## 3) CORE



Connect to CORE outreach by calling 211

- Coordinated Outreach Referral and Engagement (CORE) Teams assist individuals and families experiencing unsheltered homelessness by connecting them to healthcare, basic needs and referrals to shelter
- CORE is not available 24/7 and is not a crisis response. Call 911 for emergencies

[cchealth.org/h3](http://cchealth.org/h3) | (925) 608-6700

# Contra Costa Shelter Options

5.15.23



**CORE Mobile outreach is a point of contact for all shelters except the Phillip Dorn Respite Center. To connect with CORE Mobile outreach, call 211 and press option 3.**

*\*Note: CORE is not an emergency response service. CORE takes calls until midnight each night. If someone does not answer the phone and you're calling before 4 pm, you may leave a message or try calling again. If you leave a message with a callback number, staff will call you back as soon as possible.*

Shelter Name	Location	Agency	Population	Access Point	Contact
Bay Area Rescue Mission	Richmond	Bay Area Rescue Mission	<ul style="list-style-type: none"> <li>Adults</li> <li>Families with Minor Children</li> </ul>	Self-refer	Single men: Please call (510) 215-4868 for pre-intake and shelter bed availability. Single women & women with children: Please call (510) 215-4860 for pre-intake and shelter bed availability
Brookside Shelter	Richmond	Contra Costa Health	<ul style="list-style-type: none"> <li>Adults</li> </ul>	CORE	Call 211 and press option 3 to connect with CORE Mobile outreach. *
Calli House	Richmond	Contra Costa Health	<ul style="list-style-type: none"> <li>Transition Aged Youth (18-24)</li> </ul>	Self-refer	Call 510-236-9612
Concord Shelter	Concord	Contra Costa Health	<ul style="list-style-type: none"> <li>Adults</li> </ul>	CORE	Call 211 and press option 3 to connect with CORE Mobile outreach. *
Delta Landing	Pittsburg	Bay Area Community Services (BACS)	<ul style="list-style-type: none"> <li>Adults</li> </ul>	CORE	Call 211 and press option 3 to connect with CORE Mobile outreach. *
Greater Richmond Interfaith Program (GRIP)	Richmond	Greater Richmond Interfaith Program (GRIP)	<ul style="list-style-type: none"> <li>Families with Minor Children</li> </ul>	Self-refer	Walk into CARE Center during <a href="#">CARE Center hours</a> . After business hours, call CORE mobile outreach.
Mountain View	Martinez	SHELTER, Inc.	<ul style="list-style-type: none"> <li>Families with Children</li> </ul>	CORE	Call 211 and press option 3 to connect with CORE Mobile outreach. *
Northern California Family Center	Varies	Northern California Family Center	<ul style="list-style-type: none"> <li>Unaccompanied minors</li> </ul>	Self-refer	Call 800-718-4357
Phillip Dorn Respite Center	Concord	Contra Costa Health	<ul style="list-style-type: none"> <li>Medically fragile adults</li> </ul>	Hospitals	N/A
STAND! For Families Free of Violence	Undisclosed	STAND! For Families Free of Violence	<ul style="list-style-type: none"> <li>Survivors of Domestic Violence (including families with children)</li> </ul>	Self-refer	Call 888-215-5555
Winter Nights Safe Parking Program	Pittsburg	Winter Nights Family Shelter, Inc.	<ul style="list-style-type: none"> <li>Couples, families, or individuals living in their vehicles</li> </ul>	Self-Refer	Call 925-435-2074
Winter Nights Family Shelter	Rotating	Winter Nights Family Shelter, Inc.	<ul style="list-style-type: none"> <li>Families with Minor Children</li> </ul>	Self-Refer	<b>PLEASE NOTE</b> - Program is seasonal and only operates from September – June. Call 925-435-2074.