



CONTRA COSTA COUNTY

AGENDA

Community Advisory Board on Public Safety

Tuesday, November 18, 2025

2:00 PM

50 Douglas Dr., Martinez |
<https://us06web.zoom.us/j/88968630544>
Webinar ID: 889 6863 0544

Outreach & Community Engagement Subcommittee Meeting

Agenda Items: Items may be taken out of order based on the business of the day and preference of the Committee

1. Roll Call and Introductions
2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two minutes).
3. CONSIDER approving the Record of Action from the October 28, 2025, CAB Outreach & Community Engagement Subcommittee Meeting. [25-4742](#)
Attachments: [DRAFT CAB Outreach & Community Engagement \(OCEC\) Record of Action - October 28, 2025](#)
4. Review CAB Outreach & Community Engagement Subcommittee Work Plan. [25-4743](#)
Attachments: [DRAFT CAB Outreach & Community Engagement Work Plan 2025](#)
5. Discuss Community Advisory Board Retreat Planning for 2026. [25-4744](#)
Attachments: [DRAFT CAB Retreat 2026 - Facilitator's Agenda](#)
6. Discuss CAB Participation and Engagement Feedback Survey Findings. [25-4745](#)
Attachments: [CAB Engagement Survey Results](#)
7. Discuss Marketing and Outreach: Strategies, Materials, Budget, and Implementation Process. [25-4746](#)
Attachments: [DRAFT Community Advisory Board Outreach Budget](#)
8. Discuss Outreach & Recruitment Strategies.
9. Discuss Contra Costa County Social Media Policy

10. The next meeting is currently scheduled for Tuesday, December 23, 2025, at 11 a.m.
11. Adjourn

The Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below at least 72 hours before the meeting. Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Committee less than 96 hours prior to that meeting are available for public inspection at 50 Douglas Drive, Martinez, California 94553, during normal business hours. Staff reports related to items on the agenda are also accessible online at www.contracosta.ca.gov. If the Zoom connection malfunctions for any reason, the meeting may be paused while a fix is attempted. If the connection is not reestablished, the committee will continue the meeting in person without remote access. Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact:

Gariana Youngblood, Committee Staff
gariana.youngblood@orj.cccounty.us



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-4742

Agenda Date: 11/18/2025

Agenda #: 3.

Advisory Board: CAB Outreach & Community Engagement Subcommittee

Subject: Record of Action - October 28, 2025

Presenter: Gloribel Pastrana, Subcommittee Vice-Chair

Information:

CONSIDER approving the Record of Action from the October 28, 2025, CAB Outreach & Community Engagement Subcommittee meeting.

Referral History and Update:

County ordinance requires that each County body keep a record of its meetings. Though the record need not be verbatim, it must accurately reflect the agenda and decisions made in the meeting. Attached for the Subcommittee's consideration is the Record of Action for the Subcommittee's October 28, 2025, meeting.

Recommendation(s)/Next Step(s):

Review and provide any edits/corrections, if necessary, before approval.



CONTRA COSTA COUNTY

Committee Meeting Minutes

Community Advisory Board on Public Safety

Tuesday, October 28, 2025

11:00 AM

50 Douglas Dr., Martinez |
<https://us06web.zoom.us/j/88968630544> |
Webinar ID: 889 6863 0544

Outreach & Community Engagement Subcommittee Meeting

Agenda Items: Items may be taken out of order based on the business of the day and preference of the Committee

Gloribel Pastrana called the meeting to order at 11:05 a.m.

1. Roll Call and Introductions

Present Nicole Green, and Gloribel Pastrana

Absent Alexandria Van Hook

2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two minutes).

No public comment received.

3. CONSIDER approving the Record of Action from the August 26, 2025, [25-3759](#)
CAB Outreach & Community Engagement Subcommittee Meeting.

Attachments: [DRAFT CAB Outreach & Community Engagement \(OCEC\) Record of Action - August 26, 2025](#)

Motion: Green

Second: Pastrana

Aye: Green, and Pastrana

Absent: Van Hook

Result: Passed

4. Discuss CAB Outreach & Community Engagement Subcommittee Work Plan [25-536](#)

Attachments: [DRAFT CAB Outreach & Community Engagement Work Plan 202](#)

Discussion was held.

Public comment was received.

The Subcommittee reviewed their work plan, discussing each task's status and assigning individuals to each task.

5. Discuss Community Advisory Board Retreat Planning for 2026. [25-4508](#)

Attachments: [CAB Retreat Agenda 2025](#)

Discussion was held.

Public comment was received.

The subcommittee reviewed the agenda for the CAB Retreat 2025 and made adjustments to the content and sections to create an agenda for the CAB Retreat 2026.

6. Finalize CAB Ambassador Guide, Application Expectations, Orientation, and Interview Questions. [25-3763](#)

Attachments: [DRAFT Ambassadors Program Guide 2025](#)
[CAB Applicant Expectations](#)
[CAB New Member Orientation](#)
[CAB Interview Questions](#)

Discussion was held.

Public comment was received.

The Subcommittee reviewed the CAB Ambassador Guide, application expectations, orientation guidelines, and interview questions to finalize internal documents and improve processes for ambassador meetings, the interview process, new member orientation, and the vetting process.

7. Discuss Marketing and Outreach: Strategies, Materials, Budget, and Implementation Process.

[25-3762](#)

Attachments: [DRAFT Community Advisory Board Outreach Budget](#)

No discussion was held.

The Subcommittee will discuss marketing and outreach strategies, materials, budget, and implementation process at their next meeting in November.

8. Discuss Outreach & Recruitment Strategies.

No Discussion was held.

The Subcommittee will discuss outreach and recruitment strategies at their next meeting in November.

9. The next meeting is currently scheduled for Tuesday, November 25, 2025, at 11:00 a.m.

Next Steps:

- Discuss CAB Retreat 2026
- Discuss CAB strategies for recruitment & outreach
- Discuss next steps for Subcommittee leadership
- Discuss CAB Participation & Engagement Survey Results
- Discuss Marketing and Outreach: Strategies, Materials, Budget, and Implementation Process.

10. Adjourn

The meeting was adjourned at 12:44 p.m. by Gloribel Pastrana. The next scheduled meeting of the Subcommittee is Tuesday, November 18, 2025, at 2 p.m..

The Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below at least 72 hours before the meeting. Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Committee less than 96 hours prior to that meeting are available for public inspection at 50 Douglas Drive, Martinez, California 94553, during normal business hours. Staff reports related to items on the agenda are also accessible online at www.contracosta.ca.gov. If the Zoom connection malfunctions for any reason, the meeting may be paused while a fix is attempted. If the connection is not reestablished, the committee will continue the meeting in person without remote access. Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact:

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CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-4743

Agenda Date: 11/18/2025

Agenda #: 4.

Advisory Board: CAB Outreach & Community Engagement Subcommittee

Subject: CAB Outreach & Community Engagement Work Plan

Presenter: Gloribel Pastrana, Subcommittee Vice-Chair

Information:

Review the CAB Outreach & Community Engagement Work Plan.

Referral History and Update:

CAB Subcommittees (i.e. Program & Services; Policy & Budget; and Outreach & Community Engagement) were tasked with reviewing their work plans to identify their priorities for the remainder of the year.

Recommendation(s)/Next Step(s):

Update the CAB Subcommittees' work plan and priorities for 2025.

CAB Outreach and Community Engagement Committee – 2025 Work Plan

Objective(s): Community Outreach & Community Engagement’s Goals

Task	Outcomes Goals	Timeline	Responsible Persons/ Resources
	Task 1 – Survey CAB on the knowledge base of the current CAB members. To be used to evaluate prospective new member applications in terms of the voids in knowledge base of the current CAB membership. This will allow for the search for targeted knowledge base during recruitment process.	January – December (Further review)	(Note: Not a target focus for 2025)
Membership Cultivation	Task 1 - To have the Application listed on the appropriate Contra Costa County websites to recruit for current and future CAB member vacancies.	January – December	All (and ORJ)
	Task 2 – OCEC outreach to County and/or City Boards/Commissions, CBOs, and Faith-Based communities for the recruitment of current and future membership needs.	January – December	All (and ORJ)
	Task 3 – OCEC will work with ORJ in reviewing the CAB membership applications and follow the Operating Guidelines to create an application pool.	January – December (Ongoing)	All
	Task 4 – Interview the prospective new CAB membership applicants and make recommendations to the full CAB for approval of any new CAB member(s). <ul style="list-style-type: none"> • Applicant Expectations • Applicant Interview Questions 	January-December (Ongoing)	All
	Task 5- The OCEC and CAB Chair will ensure that all newly selected CAB members receive New Member Orientation and Onboarding. <ul style="list-style-type: none"> • New Member Onboarding 	January-December (as needed)	All (and ORJ)
	Task 6 – Coordinate the annual CAB Retreat designed to orient both new and existing members. This retreat discusses the CAB’s purpose and function while providing an opportunity for team-building activities. Members will also engage in strategizing plans, improving communication, and realigning with the CAB’s overall goals.	November – January (Ongoing)	All (and ORJ)
Community Outreach	Task 1 – Update the CAB outreach presentation PowerPoint to reflect the current CAB Policy Statement and Platform.	(Ongoing)	ORJ & OCEC Subcommittee

	<p>Task 2 – Identify and Log the County and City Boards/Commissions, CBOs, Faith-Based and community meetings that directly affect the re-entry population. Seek community input, concern, and recommendations for reentry services. For example: HIP, QAC, RSC Steering Committee, CCP, PPC, BOS, etc.</p>	<p>(Ongoing)</p>	<p>All (and ORJ) (Note: OCEC will draft a list of Board / Committee meetings for CAB to attend and keep track of)</p>
	<p>Task 3a – The OCEC Subcommittee will create a list of boards, commissions, and organizations for CAB outreach to educate them about CAB’s purpose, activities, and reentry-related work.</p> <p>Task 3b – CAB representatives will report back to the Board on the missions of the organizations they engage with, as well as shared goals and objectives with CAB.</p> <p>Task 3c – The OCEC Subcommittee will continually monitor and update the outreach list and provide regular updates to the Board.</p>	<p>January-December (Ongoing)</p>	<p>All members (CAB Full Body) (Note: Discuss w/ Full Body what meetings CAB members can attend)</p>
	<p>Task 4 – Coordinate the CAB Ambassadors program to assign CAB members to be ambassadors to the BOS and CCP Executive Members in order to create a two-way channel for sharing information between the CAB and the BOS and CCP. Assist CAB in developing messaging of talking points related to the Ambassadors Program.</p>	<p>March – July (Note: discuss assignments. September-October (Meetings to be scheduled))</p>	<p>All members (CAB Full Body & ORJ)</p>



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1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-4744

Agenda Date: 11/18/2025

Agenda #: 5.

Advisory Board: CAB Outreach & Community Engagement Subcommittee

Subject: CAB Retreat 2026

Presenter: Gloribel Pastrana, Subcommittee Vice-Chair

Information:

Review the previous CAB retreat agenda and discuss proposed topics, materials, roles, and logistics for planning the 2026 CAB Retreat.

Referral History and Update:

The Outreach and Community Engagement Subcommittee is responsible for organizing the Community Advisory Board's annual retreat. The retreat aims to provide new and returning CAB members, as well as community participants, with an overview of the CAB's role and the AB 109 program.

Recommendation(s)/Next Step(s):

Debrief CAB retreat materials and discuss preparations for the 2026 CAB Retreat.

2026 RETREAT AGENDA: Morning Session
MONTH XX, XXXX

Time	Topic/Activities	Presenters
STEP 1: LEARNING TOGETHER		
9:00 AM - 20 min	Welcome & Housekeeping <ul style="list-style-type: none"> • Welcome (CAB Leadership Team welcomes everyone else as important contributors and participants.) • Roll call of members/Introductions • Approval of Record of Action [VOTE] • Agenda & Overview of the CAB Retreat (i.e. State the purpose & goals of the Retreat) • Intro Icebreaker • 	Nicole Green, CAB Chair
9:20 AM -30 min	Recap of Community Advisory Board 2025 Activities <ul style="list-style-type: none"> • Review of key accomplishments, current status, and ongoing work, with discussion of goals and priorities for 2026. Discussion Questions: <ul style="list-style-type: none"> • What should CAB's goals and priorities be for 2026? • What have we accomplished? • What is currently happening? • Where do we stand? • What is upcoming? (i.e., RFPs, programs, etc.) 	Nicole Green
9:50 AM - 10 min	Break	
10:00 AM - 30 min	Overview of the Office of Reentry & Justice <ul style="list-style-type: none"> • Brief history & overview • 2025 Update (i.e., staff, dashboards, programs, RFPs) 	Patrice Guillory
10:30 AM -30 min	Data Snapshots of AB 109 Community Programs & Reentry Population <ul style="list-style-type: none"> • Review & discuss AB 109 Community Program data, reentry population demographics, and feedback survey results from jail population and service providers. • Overview of all funded programs, including providers, contracted services, award amounts, and relevant data on the reentry population; summary of the RFP 	
11:00 AM 1HR	Lunch	

2026 RETREAT AGENDA: Afternoon Session
Month XX, XXXX,

Time	Topic/Activities	Presenters
12:00 PM - 10 min	Meeting resumes <ul style="list-style-type: none"> • Roll call of Members • Introductions of new arrivals 	Nicole Green, Chair
12:10 PM - 10 mins	Clarify Meeting's Goals + Recap <ul style="list-style-type: none"> • Brief reminder of the retreat's purpose (i.e. orient new & old members, priority-setting, and action-planning for the upcoming year) and methods throughout the retreat are meant to be participatory and built on shared knowledge. • Review Afternoon Session Goals • Recap Morning Session <ul style="list-style-type: none"> • Does the membership have any clarifying questions about what we learned this morning? 	Nicole Green, Chair
12:20 PM - 30 min	Expectations of Community Advisory Board (CAB) Members <ul style="list-style-type: none"> • Overview of what's to come in 2026 <ul style="list-style-type: none"> ○ What has changed compared to last year? ○ Discuss Expectations & Goals for General / Subcommittees • Tips for Successful Membership Engagement <ul style="list-style-type: none"> ○ Discuss new Attendance Protocol ○ Presentation & Tabling Expectations ○ Communication Guidelines ○ Meeting Preparation <p>Discussion Questions:</p> <ul style="list-style-type: none"> • How can we improve member participation in meetings and subcommittees? • What strategies help members stay informed and engaged throughout the year? • Are there new ways CAB can support members in their roles? • Which engagement activities are most valuable or motivating to you? 	
12:50 PM -35 min	Review & Discuss CAB Policy Recommendations <ul style="list-style-type: none"> • FY 26–27 Policy & Budget Recommendations • AB 109 Excess Funds Recommendations • Review CAB Requests: expanding mentorship opportunities through the SPIRTE Program and exploring AOD provision of Nexplanon in facilities, as well as sentence reductions for AOD program participation • CAB Discuss Future Work <ul style="list-style-type: none"> ○ Plan AB 109 Mini Summit 2026 (OCEC / P&S) ○ Behavioral Health (Marie Scannell) – AB 109 Excess Funding Update 	

	<ul style="list-style-type: none"> ○ Follow-up from HR (ORJ) ○ Probation Field Services Presentation (Adult/TAY) ○ CAB Interview Process (OCEC) – scoring matrix ○ CAB P&S Presentations: Hope Solutions, Grip, COPE, Gemma Project <p>Discussion Questions:</p> <ul style="list-style-type: none"> ● Are there new activities or focus areas CAB should consider within its charge and scope? 	
1:25 PM -10 min	Break	
1:35 PM -45 min	<p>Organizing Ourselves to Do the Work</p> <ul style="list-style-type: none"> ● Overview of CAB Subcommittees Key Functions ● Debrief Expectations & Goals for Subcommittees ● Break into Subcommittee groups and discuss the information just shared <ul style="list-style-type: none"> ○ Draft Work Plan for 2026 	
2:20 PM - 30 min	<p>CAB Ambassador Program Review</p> <ul style="list-style-type: none"> ● Review CAB Ambassador Program Tool Kit (<i>See in Agenda Packet</i>) ● Overview of Ambassador Meeting Process ● Discuss Ambassador Meeting assignments for 2026 ● Tips for Successful Ambassador Meetings <p>Discussion Questions:</p> <ul style="list-style-type: none"> ● What went well during the Ambassador meetings? ● What challenges or obstacles did you encounter? ● What additional support or information do you need for future meetings? ● What is the follow-up process moving forward? 	Nicole Green
2:50 PM - 10 min	<p>Review and Reflect</p> <p>Reflection Questions:</p> <ul style="list-style-type: none"> ● How do you feel about the work going forward? ● Which areas of CAB work are you most looking forward to this year? ● Discuss Next Steps ● Closing & Thank You 	Nicole Green
3:00 PM	Adjourn	Nicole Green



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-4745

Agenda Date: 11/18/2025

Agenda #: 6.

Advisory Board: CAB Outreach & Community Engagement Subcommittee

Subject: CAB Participation & Engagement Survey Findings

Presenter: Gloribel Pastrana, Subcommittee Vice-Chair

Information:

Evaluate the Community Advisory Board Member Participation and Engagement survey findings.

Referral History and Update:

The Community Advisory Board, with support from the Office of Reentry & Justice, designed a survey to gather feedback on your experience as a CAB member, identify barriers to participation, and collect input on ways to enhance engagement and improve the effectiveness of the AB 109 CAB and its subcommittees.

Recommendation(s)/Next Step(s):

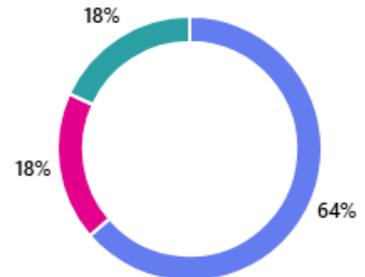
Review the CAB Engagement survey results and findings, and discuss how to incorporate them into future planning.

Community Advisory Board

Member Participation and Engagement Survey Results

1. Does the current CAB General Meeting schedule (2nd Thursday, 10:00 AM – 12:00 PM) work for you?

● Yes	7
● No	2
● Unsure	2

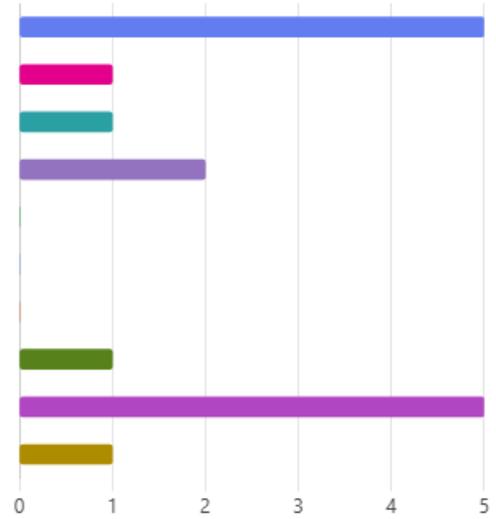


2. Please rank your preferred times for the CAB General Meeting (1 = most preferred).



3. What are the main barriers that affect your ability to attend General meetings regularly and on time? (Select all that apply.)

● Work schedule conflicts	5
● Transportation issues	1
● Family/childcare responsibilities	1
● Meeting time (too early/too late)	2
● Meeting location	0
● Meeting day (e.g., Thursday, Tuesday, etc.)	0
● Lack of advance notice	0
● Other commitments	1
● I do not experience any barriers and can attend meetings regularly and on time.	5
● Other	1



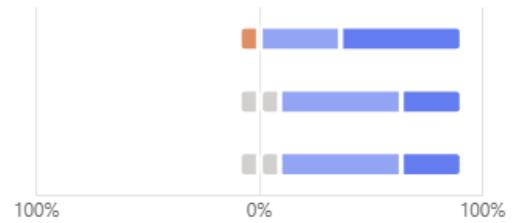
4. Please indicate how much you agree or disagree with the following statements, using the scale provided below

● Strongly disagree ● Disagree ● Neither agree nor disagree ● Agree ● Strongly agree

I feel comfortable sharing my opinions and ideas during CAB meetings.

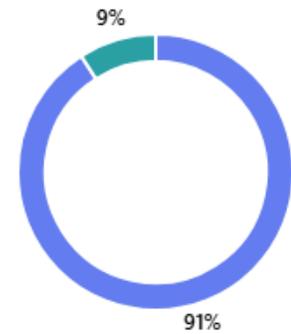
I understand the roles and responsibilities of the CAB subcommittees.

I am satisfied with my overall experience as a member of the CAB.



5. Does your Subcommittee’s current meeting time work for you?

● Yes	10
● No	0
● Unsure	1



6. Please rank your preferred times for your subcommittee meeting (1 = most preferred).



7. What barriers, if any, prevent you from fully participating in subcommittees and attending meetings regularly and on time?

1	We have a probation conference on Thursdays from 10-12p
2	I do not have any barriers
3	Work schedule is not always the same. Having the subcommittee meetings be at different days and times has worked great for me.
4	I haven't faced any barriers other than occasional work commitments that might conflict with meeting times; for the most part, I am able to attend the meetings.
5	No major barriers, just sometimes I may have some deadlines at the office
6	None
7	capacity of work and staff
8	Time
9	None
10	n/a
11	I have a heavy schedule at work, and being given a schedule well in advance allows me to carve out the time for these meetings. What makes it difficult is when we have to make adjustments and pivot in a short frame of time.

8. What additional resources (e.g., training, materials, or staff support) do you believe would enhance your engagement and contribute to the effectiveness of the CAB Board?

1	yes
2	I do not need any additional resources
3	A conversation with CCP leadership about what they would like to see and how we can better align our work.
4	Learning about the great projects and activities the board has undertaken in the past would be helpful. I was asked to chair a subcommittee shortly after joining CAB, and it took some time to get adjusted. It would have been helpful to have the past subcommittee chair support my onboarding so that the transition into chairing the committee was smoother.
5	The staff support is excellent, I just need to be more aware of when new RFP's are put out and how to navigate the CAB web page
6	n/a
7	all board members following through with reading before meetings and following through with assignments, while contributing to the conversations during meetings.
8	Follow up helps from staff or other board members
9	We are moving in a direction that is allowing my engagement to pick up. We have discussed upcoming material. resourcing that is sure to increase engagement.
10	n/a
11	I believe candidates, especially those that work in the field of Reentry, should go through a test of understanding prior to the interview process not to exclude but to educate on the work that is taking place in the CAB and the true commitment it entails.

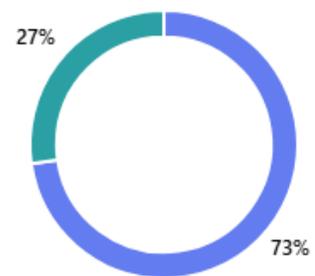
9. What priorities should the CAB establish for the upcoming year to better serve the community?

1	none I can think of at this time
2	Better board structure and changes within CCC around Behavioral Health and how it impacts the justice system
3	Transparency on department spending of AB 109 funds, tie the dollar amounts to outcomes or deliverables.
4	Housing for the AB109 population remains a major challenge. Six months in transitional housing may not be sufficient for some individuals to organize their affairs and secure long-term accommodation. Additionally, there seem to be gaps in the services available, particularly regarding how and when the AB109 population can access support after leaving transitional housing.
5	We need to be a little more engaged in Community events that may not be title Re-entry
6	n/a

7	Ensure that the services being presented to the board are actually being provided to the community. Advocate for the people instead of trying to please partners.
8	Getting more community involvement
9	Mental Health collaborations with local universities with well-trained professionals. Expansion of mental health pipelines.
10	I'm unsure
11	Further identifying gaps in resources when it comes specifically to employment. Building stronger relationships directly with large-scale employers and focusing on educating them for second-chance hiring in partnership with probation. Identifying any incentives out there for businesses that do commit to supporting reentry populations. Perhaps bringing those employers to the table as members or at least regular attendees.

10. Do you feel that your involvement with the CAB has become more meaningful over time?

- Yes 8
- No 0
- Maybe 3



11. What factors have influenced your experience as a CAB member?

1	How CAB works over all
2	My lived and professional experiences
3	The leadership of CAB has been great over the past three years, really working to understand individual's priorities and interests and then supporting them to raise them up in a public space.
4	Working directly with community members who are justice-impacted and having a job/manager who supports my involvement.
5	Being able to make decisions that will help the community and being able to work with people with lived experienced.
6	Being able to work with other CAB members and the community has really been a positive experience for me and makes me feel more comfortable at CAB meetings
7	limited participation from other sub-committee members not participating.

8	Mentorship and contact from CAB chair has been impactful
9	In-person meetings, and tabling.
10	General meetings, subcommittee meetings, committee members, County staff, and attending community events.
11	The various presentations regarding upcoming projects and connections to services that are being underutilized. Seeing the broader picture beyond the organization I work for and connecting the dots on how we can serve the community by working in tandem with our networks. Some information is gatekept, and doesn't make it to all the orgs or boots on the ground supporting staff. I would like to change that.

12. Please share any additional insights, feedback, or experiences related to your service on the CAB that you believe would be helpful for us to know.

1	I was trying to balance General CAB (2 hrs.), Sub Committee(1hr), program tours in person of other programs with travel (2 hrs), reports after visiting, viewing other boards to be a part of, Zoom mtgs. It was a lot in July, for me only because of the tours, and I was short-staffed at my regular job. Now that the tours are over, it has become more manageable with my CAB responsibilities. FYI, we do Probation Case Conference every other Thursday of the month at 10 am. Overall, I am happy to be a part of CAB.
2	My experience and broad perspective come from being a person with lived experience, an AB109 service provider, and a member of other CCC boards that impact the population we serve.
3	Thanks ORJ!
4	I have no further comments.
5	I can say that my time on CAB has gotten much better as the years go by and I have a better understanding of things
6	I was lucky enough to have an orientation training for CAB so that really helped me to understand the ropes.
7	None at this time
8	not sure
9	I am interested in serving reentry communities no matter the age. I love being in community with people who seek to serve those of us whose second chance walks in front of us. It's invigorating...for a field that can be so heavy. Thank you for having me.
10	I appreciate the opportunity to serve as a member of CAB.
11	I strongly believe the CAB makes a difference by providing insight that some decision members wouldnt otherwise have. Let's face it, Execs, Gov programs have a stake in the game, which is funding, we get to give a voice to the community on how things really work and

	<p>advocate for those that, historically, aren't given space to do so. I wish internally we had a discussion that our duty and alliance isn't to our employers but to the people we serve. Sometimes, I feel like there is an additional agenda or guard up when it comes to discussing our own programs and sometimes their shortcomings. CAB is not the place to prioritize employer relations more than our commitment to the community. Read this to the CAB lol I have no problem saying who I am .. Love Glory</p>
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CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-4746

Agenda Date: 11/18/2025

Agenda #: 7.

Advisory Board: CAB Outreach & Community Engagement Subcommittee

Subject: Marketing & Outreach Materials

Presenter: Gloribel Pastrana, Subcommittee Vice-Chair

Information:

Discuss marketing and outreach materials, including inventory, distribution procedures, and budget allocation.

Referral History and Update:

The CAB Outreach & Community Engagement Subcommittee has drafted a budget proposal outlining essential items, board member materials, and additional supplies needed to support outreach efforts, engage with community members, and participate in tabling events.

Recommendation(s)/Next Step(s):

Review the budget document and finalize materials and expenses required for outreach, recruitment, and tabling efforts.

Community Advisory Board Outreach Budget (Updated)

Total Budget: \$3,000

Essential Display Items:

- **Premium Foldable Table (6ft):** \$150-200 *Portable 6ft folding table w/sturdy construction*

6ft Folding table, folds in half with handles

- **Custom Tablecloth with Logo:** \$120-150 *High-quality polyester with full-color logo and messaging*

- **Table Sign Holders (4-5):** \$60-80 *Professional acrylic stands in various sizes*

- **Brochure Holders (4):** \$80-100 *Multi-pocket literature displays for different materials*

Enhanced Board Materials:

- **Professional Name Badges (12):** \$150-200 *Premium magnetic or clip-on badges with professional printing*

- **Brochure Printing (500 initial + reprints):** \$600-800 *High-quality full-color brochures with professional design*

Additional Outreach Materials:

- **Branded Pens (500):** \$150-200 *Quality promotional pens with organization logo*

Stylus Metal Pen – Laser Engraved

- **Heavy-Duty Hand Truck:** \$120-150 *Professional-grade cart for easy transport*

Quad Fold Wagon

- **Pop-up Banner/Backdrop:** \$200-300 *Portable display banner with organization branding*

- **Tablecloth Storage Bag:** \$40-60 *Protective carrying case*

Optional Items with Expanded Budget:

- **Small Giveaway Items:** \$300-400 *Branded items like magnets, stickers, or small useful items*

- **Professional Signage Set:** \$150-200 *Multiple signs for different purposes*

- **Tablet/iPad & Stand:** \$50-75 *For digital presentations or sign-up forms*

- **Extension Cord/Power Strip:** \$30-50 *For events requiring power*

Budget Summary:

- Display Items: \$410-530
- Board Materials: \$750-1,000
- Transportation & Storage: \$190-260
- Additional Outreach Materials: \$680-925
- Miscellaneous/Contingency: \$300-400
- **Estimated Total: \$2,330-3,115**