



CONTRA COSTA COUNTY

AGENDA

African American Holistic Wellness Hub Feasibility Study Steering Committee

Monday, July 8, 2024

5:30 PM

**1025 Escobar St, Martinez |
1800 Woodland Drive, Antioch |
260 Broadway, Richmond |
323 Brookside Drive, Richmond |
<https://cccouny-us.zoom.us/j/85160812588>
Call In: (214) 765-0478
Access code:
544753**

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

Roll Call and Introductions

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

1. RECEIVE and APPROVE Record of Action for the June 10, 2024 meeting of the Steering Committee for the African American Holistic Wellness and Resource Hub Feasibility Study, with any necessary corrections. [24-2091](#)
Attachments: [AAHWRH Steering Committee Record of Action 6.10.24\(draft\)](#)
2. RECEIVE and DISCUSS update on the approval process for a firm to conduct the African American Holistic Wellness and Resource Hub Feasibility Study, including update from the June 24, 2024 Equity Committee meeting. [24-2092](#)
3. DISCUSS key performance indicators for African American wellness in Contra Costa County and desired long-term outcomes [24-2093](#)
4. RECEIVE staff update from the Office of Racial Equity and Social Justice [24-2094](#)

The next meeting is currently scheduled for August 12, 2024.

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 1026 Escobar Street, Suite 2B, Martinez, during normal business hours. Staff reports related to items on the agenda are also accessible on line at www.contracosta.ca.gov. 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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Peter Kim
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CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 24-2091

Agenda Date: 7/8/2024

Agenda #: 1.

Advisory Board: African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee

Subject: Record of Action

Presenter: Peter Kim

Contact: Peter Kim, peter.kim@oresj.cccounty.us <<mailto:peter.kim@oresj.cccounty.us>>

Information:

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 the decisions made in the meetings.

Referral History and Update:

Attached for the Committee's consideration is the draft Record of Action for its June 10, 2024 meeting.

Recommendation(s)/Next Step(s):

Steering Committee to review and provide any edits/corrections, if necessary, before approval.

African American Holistic Wellness and Resource Hub (AAHWRH) Steering Committee
Record of Action for **Monday, June 10, 2024**

Attendance:

Steering Committee Members:

- In-person (CAO Building, Martinez): **Phil Arnold; Patt Young; Taylor Sims, Vanessa Blum; Jacqueline Smith**
- In-person (Genesis Church, Antioch): **Desirae Herron; Rohanna Moore; Ashley Green**
- In-person (Black Parent Resource Center, Richmond): **Zelon Harrison; Sheryl Lane**
- In-person (Urban Tilth, Richmond): **Chinue Fields**
- Absent: **Mark McGowan; Alfonzo Edwards**

County Staff:

- In-person: **Kendra Carr and Peter Kim, Co-Directors, Office of Racial Equity and Social Justice (ORESJ)**
- Online: **Jill Ray, BoS District 2 Representative; Alejandra Sanchez, BoS District 4 Representative)**

Public Attendees:

- In-person: **N/A**
- Online: **Gigi Crowder; Shantell Owens; Desirae Rushing; Lea Murray; Lilia Gonzalez; Wanda Johnson; Carlynn Wooten-Scott; Antoine Watt; Rena Moore**

1. Roll Call and Introductions

(Staff announced that meeting would begin once a quorum of members were in attendance.)

Staff convened meeting at 5:41 PM and welcomed those in attendance. Introductions were completed. Staff reviewed the meeting agenda.

2. Public Comment

Gigi Crowder: The bulk of unsheltered people in CCC are African American, yet Af Am agencies were not funded by MX H3, just another reminder of the need of AAHWRH; Black folks are often the first to be harmed and first to die; County procurement processes must include review committees with members that reflect the harmed communities.

Lea Murray: We achieved a victory with the BoS to suspend the recommendations of the MX H3 funding awards, but are still disheartened and frustrated that the language of the RFP was confusing and misleading, and we need to have the language be more than just words and optics; we need the support of everyone here, please join us at the BoS meeting on June 25th.

Shantell Owens: The funding for the AAHWRH needs to be released; Not receiving the H3 funds was completely disheartening, and just speaks to this need for funds in our Black communities; in East County, we are often overlooked, esp those of us in the trenches doing the work; my hope is that this feasibility study happens swiftly.

Desiree Rushing: I'm with NAMI, on the ground doing the work, and I received the call from the mother of a young unhoused man who was killed recently; why did certain CBO's get the funding over ours when we're on the ground doing the work?

Zelon Harrison: I have a clarifying question: am I hearing that the million dollars for Af Am support services have been released?

Staff clarified that these funds that are being addressed through public comment are a different set of funds via a recent RFP process overseen by the Health Department's H3 Program, and that this funding is not an agenda item of the Equity Committee.

Wanda Johnson: I am deeply concerned about these H3 funds because of the statistics that show that African American-led organizations are most often not funded yet they are the orgs that have the most credibility and relationships in the communities where most are harmed, where the people who need the most help actually live; we must look at not just the most harmed people, but also at the orgs that can engage and support them most effectively.

Jeralynn Brown-Blueford: we need the funds for the AAHWRH to help the elderly, the youth, the homeless, those being sent to jail; withholding these funds are a disservice and is so sad; I spoke with a mother who just lost her child with nowhere to go, but if we had this hub we would have had a place to meet with her, be with her, and hold her.

3. RECEIVE and APPROVE Record of Action for May 13, 2024 meeting of the Steering Committee for the African American Holistic Wellness and Resource Hub Feasibility Study, with any necessary corrections.

Public Comment:

None.

Zelon Harrison made the motion to receive and approve the Record of Action as submitted. Patt Young seconded the motion.

Conducted roll call vote to receive. 11 (all present at time of vote) voted yes. Item passed.

4. RECEIVE and DISCUSS report from the steering committee's Ad Hoc Proposal Review Committee, and SELECT one organization to forward to the Equity Committee as the recommended contractor to conduct the feasibility study for the African American Holistic Wellness and Resource Hub.

Staff shared updates:

- Review Committee read 6 complete proposals, over 350 pages total; each submitted their individual scores per proposal, today we will discuss and deliberate further with the goal of achieving consensus for a final recommendation*
- Staff shared a summary of the applicants and reviewer's scores per the scoring rubric; shared the average scores for each proposal and their ranked order*

Review Committee members each shared their reflections and scoring rationale for the top-ranked proposals:

Taylor: Appreciated BRG's exp in CC County versus others who offered examples from throughout the state and west coast; also appreciated stipends for focus groups; I liked CERES involvement in development of ORESJ, that they know which reports will use already; Jeweld submitted an in-depth proposal, lots of experience, but hourly rate was high.

Phil: Looking for several factors: is it Black-led? Lived-experience is vital; Only 1-2 applicants had staff my age, but in CCC we have an increasingly aging population; No mention of healthcare, no mention of maternal mortality, esp w/in Black communities; I liked CERES and BRG.

Vanessa: BRG was going to bring in real estate expertise that they do not currently have in-house, their budget looked good, a solid 10 points above CERES; I liked CERES' clear approach, incentives for stipends, timeline was good, but budget had issues.

Desirae: CERES was good; BRG is good but not Black-led, instead they bring in Black consultants, which is not ideal; both have solid track records of feasibility studies in the past; other groups like Shah Kawasaki seemed to not have solid experience with Black communities, and instead partnered with a Black-led organization which felt like it was more for optics; Shah Kawasaki appear more concerned with the design and building of the hub, that seems like their strength; I like CERES because they are Black-led.

Zelon: My top pick is Urban Strategies, they are not not pulling in Black consultants but are actually Black-led; They have a history that spoke to me, and a clear approach on how they would fund the project; CERES is strong too, and have a stronger proposal around deliverables, incentives, and how to engage the community; BRG had a strong plan too but not truly Black-led; but after this conversation, I would lean towards CERES with my colleagues.

Steering Committee members weighed in

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Patt: I appreciate the Review Committee for their work and diligence in scoring.

Jacqueline: What is the tipping point between CERES and BRG? Is there something that can set them apart?

Vanessa: Between the two, I feel good with either, unlike the others applicants who are a distant third and fourth place for me

Taylor: I'm good with either one.

Desirae: Both have done this before, that's what raised them above the rest for me, but the difference is that BRG must hire Black consultants, where CERES research director is a black woman and seems excellent.

Rohanna: My concern is around the sustainability, are these research organizations proven in doing the work, and will whatever plan they produce be able to sustain itself?

Ashley: my main concern is if the applicant's truly have a passion for this work and the black community? What are their commitments to lifting up our communities and people?

Sheryl: Between BRG and CERES, seems like there is more experience with BRG on similar local projects but they must sub-contract with other people of color; Who are they though? Are those folks Black? Where they will get them? Whoever is selected must be able to convene, talk with, and engage the Black community.

Desirae: Yes, most proposals included the names, faces, resumes, and roles of team members including sub-consultants, and BRG had strong people, many are Black, but the senior leadership is not POC; also not sure how long the sub-consultants have been on the team; CERES' research director and other project lead are Black women, actual executive-level staff of the organizations, so shows they have leaders that are Black.

Chinue: It's curious that some proposals provided pictures and others did not, and the varying transparency that each led with; I appreciate that CERES has worked in the Contra Costa Black community in the past. I wanted to get clarity on Rich City Rides and why their proposal was not considered, did they have an opportunity to submit the missing pieces of their proposal?

Staff clarified that all submissions were accessible by staff only after the submission deadline, and it was at that point that we learned of the incomplete submission of Rich City Rides. We confirmed that the error was on the applicant's part and not an error on the County's part nor the online procurement platform's part. Staff also shared that the proposal omissions were significant, with the majority of the proposal missing, including the Cover Letter, Project Narrative, and Staff Descriptions/Resumes, all of which are key to a fair and accurate review and assessment.

Public comment:

Gigi Crowder: I am surprised and offended and insulted that any non-Black led org would even apply; and I would have hoped that a Black male-led organization to have applied, and none of the top ranked agencies are led by Black males. Urban Strategies is led by a Black man with Black men employed. This is feasibility study is grossly underfunded in the first place so if Jeweld Legacy charged high rates, it's deserved and probably still undervalued; Black people have historically undervalued their work due to the racist nature of compensation for our labor and expertise. I also want to point out possible conflicts of interest.

Staff clarified that ORESJ currently works with Ceres Policy Research as the lead research partner of the Core Committee who led the community-led process to design and establish the ORESJ. Co-Director Peter Kim also has previous experience with 3 of the other 5 applicants, having worked at BRG as a senior consultant prior to coming to CC County, and having partnered with Jeweld Legacy and Urban Strategies, respectively, on different projects when he was with the City of Oakland. However, none of this was shared with the Review Committee prior to this meeting in an effort to not influence their

thinking; neither Co-Director provided any input, insight, or opinion on the review or scoring of any proposal.

Desirae Herron: We all have ties to folks in the Bay Area, this is a relatively small community, and so it makes sense; ORESJ staff have approached this process with integrity, been authentic, and never offered anything to sway us in any direction or in any way. We must keep in mind, a Black leader doesn't necessarily guarantee good work. We are in a time crunch and do not have the luxury to have the best most ideal applicant. There is no room in this discussion for any misinformation that may mislead or create a narrative that this process was tainted.

Vanessa Blum: We all came to our decisions independently, I can say that this process was fair and transparent. We really took our mission seriously and took the time to read and choose the very best person.

Shantell Owens: I would like to know more and hear about Jeweld Legacy. Was their hourly rate comparable to the others? I also want to remark that Black women are just as capable as Black men, even if Black men are the most harmed.

Desirae: Jeweld seemed to have low rates for their staff, as well. And amount for stipends for community participants was low in comparison to CERES and BRG.

Sheryl Lane: If an applicant overcharged, did they come under the project budget though?

Taylor: I'm the reviewer that suggested that Jeweld Legacy's fees may have been high, but this is my first time reviewing proposals such as these, and \$233/hour seemed high to me. I deducted 5 points (out of 30) from their budget section because of this.

Phil Arnold: I want to lift up Jeweld Legacy's long history of serving our most harmed communities, their work with and for children of incarcerated people, and their strong leadership by a Black woman principal and a team of Black professionals.

Based on the discussion and feedback of the full Steering Committee and public comment, the Review Committee took a final vote of their top qualified applicant:

- *Taylor: CERES*
- *Phil: Jeweld Legacy*
- *Vanessa: CERES*
- *Desirae: CERES*
- *Zelon: CERES*

Patt Young made the motion for the full Steering Committee to accept the Review Committee majority vote (versus a consensus) as presented. Taylor seconded the motion.

Conducted roll call vote to approve item. 10 voted yes, 1 voted no. Item passed.

5. DISCUSS key performance indicators for African American wellness in Contra Costa County and desired long-term outcomes

This item was not discussed.

6. DETERMINE the date, time, and location of future meetings

The next meeting is currently scheduled for July 8, 2024 from 5:30-7:00PM.

The meeting will take place at County Administration Building at 1025 Escobar Street, Martinez, CA 94553. Additional locations will likely include same sites as today (to be confirmed).

7. Adjourn

Vanessa made motion to adjourn. Taylor seconded.

Conducted roll call vote to adjourn. 11 voted yes (all present at time of vote). Meeting was adjourned at 7:14 PM.



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 24-2092

Agenda Date: 7/8/2024

Agenda #: 2.

Advisory Board: African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee

Subject: Approval process for firm to conduct feasibility study

Presenter: Peter Kim

Contact: Peter Kim, peter.kim@oresj.cccounty.us <<mailto:peter.kim@oresj.cccounty.us>>

Information:

At the October 17, 2023 Board of Supervisors meeting, 13 Steering Committee members were appointed to support the development and implementation of the African American Holistic Wellness and Resource Hub Feasibility Study. The Equity Committee directed ORESJ staff to convene the Steering Committee and prepare a draft request for qualifications to solicit the services of a firm/consultant to conduct a feasibility study for the creation of an African American Holistic Wellness and Resource Hub to present to the Board of Supervisors. The RFQ was issued and closed on March 4, 2024. By the March 4, 2024 deadline, one response was received.

In collaboration with the Steering Committee for the African American Holistic Wellness and Resource Hub Feasibility Study, the ORESJ Co- Directors recommended a re-issue of the request as a Request for Proposals and increase the contract cost to \$180,000. The additional \$100,000 would come from the FY 23-24 ORESJ budget, in one-time funds. The Equity Committee approved the request. An updated Request for Proposals was drafted by the Steering Committee (April 8, 2024) , approved by the Equity Committee (April 15, 2024) and Board of Supervisors (April 22, 2024) and released on April 24, 2024. By the May 24, 2024 deadline, six complete proposals were received. The Ad Hoc Proposal Review Committee read and scored each complete proposal, and shared their final recommendations with the full Steering Committee at the June 10, 2024 meeting.

Referral History and Update:

At the June 10, 2024 meeting, the African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee voted (ten out of eleven) to recommend Ceres Policy Research as the firm to conduct the African American Holistic Wellness and Resource Hub Feasibility Study. The Co-Directors of the Office of Racial Equity and Social Justice and one member of the African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee presented the recommendation to the Equity Committee at their June 24, 2024 meeting. The Equity Committee voted to accept the recommendation of the African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee, and forwarded the recommendation to the Board of Supervisors for final approval.

Recommendation(s)/Next Step(s):

RECEIVE and DISCUSS update on the approval process for a firm to conduct the African American Holistic Wellness and Resource Hub Feasibility Study, including update from the June 24, 2024 Equity Committee meeting.



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Staff Report

File #: 24-2093

Agenda Date: 7/8/2024

Agenda #: 3.

Advisory Board: African American Holistic Wellness Hub Feasibility Study Steering Committee

Subject: Key Performance Indicators

Presenter: Kendra Carr

Contact: Kendra Carr, kendra.carr@oresj.cccounty.us <<mailto:kendra.carr@oresj.cccounty.us>>

Information:

At the April 8, 2024 meeting of the African American Holistic Wellness Hub Feasibility Study Steering Committee, members requested an agenda item to discuss the key performance indicators for African American wellness. At the May 13, 2024 meeting, steering committee members recommended that at the June 10, 2024 meeting, each steering committee would bring their top five outcomes for African American wellness to create a collective list to then synthesize. At the June 10, 2024 meeting, time ran short as the Steering Committee utilized the full meeting time to discuss and vote on the recommended firm to conduct the feasibility study for the African American Holistic Wellness Hub.

Referral History and Update:

Each steering committee member will share their top five performance indicators.

Recommendation(s)/Next Step(s):

DISCUSS key performance indicators for African American wellness in Contra Costa County and desired longterm outcomes, and DETERMINE next steps.



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 24-2094

Agenda Date: 7/8/2024

Agenda #: 4.

Advisory Board: African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee

Subject: ORESJ Staff Report

Presenter: Kendra Carr

Contact: Kendra Carr, kendra.carr@oresj.cccounty.us <<mailto:kendra.carr@oresj.cccounty.us>>

Information:

As staff to the African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee, the Co-Directors of the Office of Racial Equity and Social Justice will share updates about the work assigned to ORESJ that relates to the work of the African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee.

Referral History and Update:

The ORESJ staff will share updates regarding the Request for Qualifications process to secure a community foundation to administer the \$1 million in Measure X grant funds to organizations in Contra Costa County providing services for African American wellness.

Recommendation(s)/Next Step(s):

Steering Committee to receive the update and discuss the implications.