



Berkeley City Councilmember
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CONSENT CALENDAR

July 28, 2026

To: Honorable Mayor and Members of the City Council

From: Councilmember Igor Tregub (Author), Councilmember Shoshana O’Keefe (co-sponsor), Councilmember Brent Blackaby (co-sponsor), and Councilmember Cecilia Lunaparra (co-sponsor)

Subject: Relinquishment of Council Office Budget Funds from General Funds and Grant of Such Funds to the Downtown Berkeley Association in Support of the Social Service Outreach Coordinator Position

RECOMMENDATION

Adopt a Resolution authorizing the expenditure of up to \$1000 per Councilmember from each of their D13 Discretionary Accounts including \$500 from Councilmember Tregub, \$500 from Councilmember O’Keefe, \$500 from Councilmember Blackaby, and \$300 from Councilmember Lunaparra and inviting other members of the City Council to contribute to the Downtown Berkeley Association (DBA) in support of the Social Service Outreach Coordinator position.

The relinquished funds from the respective discretionary Council Office Budgets of such members of the Berkeley City Council who wish to contribute will close the remaining gap in cost sharing funding and allow for the DBA to continue performing important social services outreach duties in Downtown Berkeley.

BACKGROUND

The Social Service Outreach Specialist guides people living on Downtown Berkeley sidewalks and public spaces into social services, shelter, and housing, and works to resolve encampment or other issues for merchants.¹

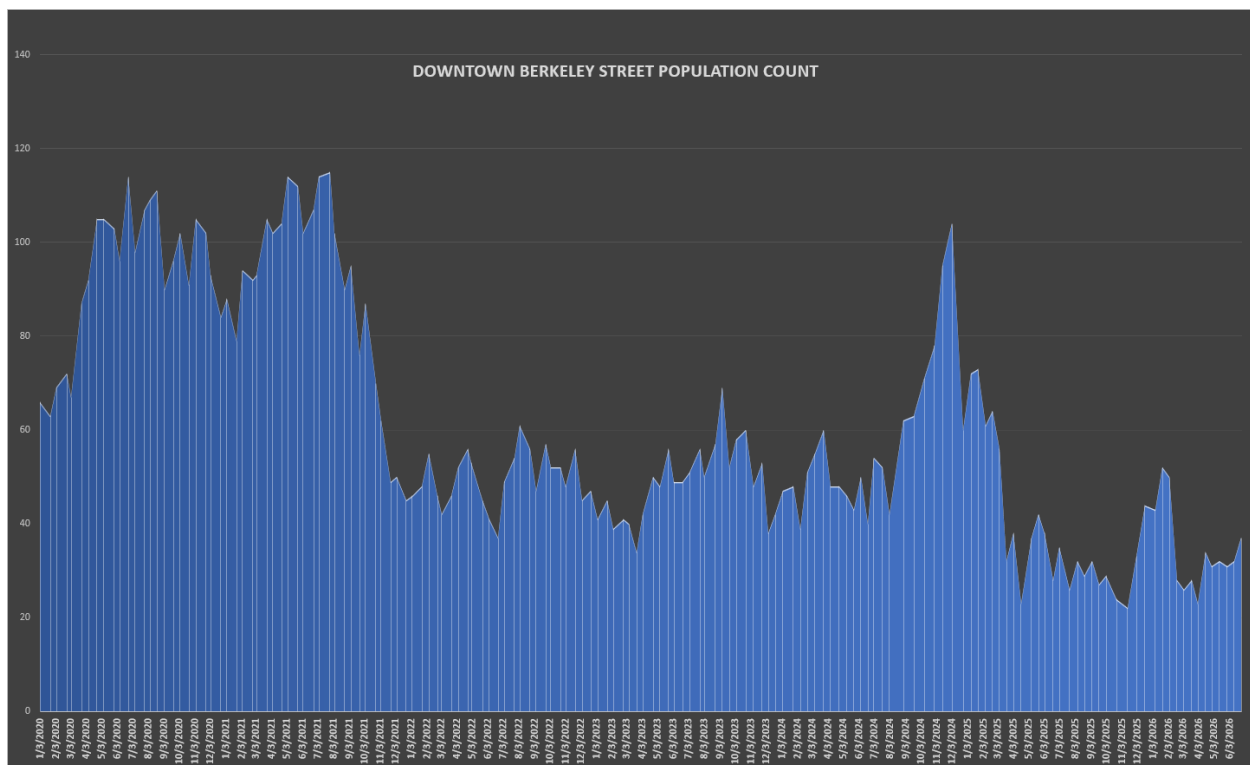
¹ <https://www.downtownberkeley.com/dba-services/environmental-services/>

On December 3, 2019, the City Council approved \$60,000 in Measure P allocations for co-funding of DBA Social Service Outreach Specialist position for Fiscal Year (FY) 20, Quarter (Q) 3 and Q4 and FY21. Co-funding has continued through FY26 at \$40,000 per fiscal year. For FY27, the city allocated \$38,000 for this position, which is \$2,000 shy of the historical contribution.² Measure P funds currently support six projects aimed at addressing immediate street conditions and hygiene, and supporting a DBA Social Service Outreach Specialist is one of these projects.³

Although the City's contribution remained the same from FY20-26, the City's share of funding has decreased from 54.8% to 44.5%, reflecting the increased position salary commensurate with inflation.

CURRENT SITUATION AND ITS EFFECTS

The DBA conducts biweekly counts of Downtown Berkeley's street population, allowing the city to closely track trends in homelessness. The Downtown has seen a remarkable decrease in unsheltered homelessness since 2020.



Downtown Berkeley Street Population Count published June 26, 2026, by the Downtown Berkeley Association

² <https://berkeleyca.gov/sites/default/files/city-council-meetings/2026-06-23%20Annotated%20Agenda%20-%20Council.pdf>

³ Measure P and Impact on Homeless Services in Berkeley Memo
https://berkeleyca.gov/sites/default/files/legislative-body-meeting-attachments/2025-06-12%20Item%202%20Supplemental%20Materials_2025-03-28%20Measure%20P%20and%20Impact%20on%20Homeless%20Services%20in%20Berkeley.pdf

On average, Downtown Berkeley has had 34 unsheltered homeless neighbors living on the street to date in Calendar Year (CY) 2026.⁴ In CY 2025, there was an average of 33 individuals. The DBA Annual Report tracked 4,315 engagements with homeless individuals in 2025.⁵ With an average of 11.8 engagements per day, the Social Service Outreach Coordinator, in collaboration with Downtown Ambassadors, provides consistent, field-based outreach to individuals experiencing homelessness and other social challenges throughout Downtown Berkeley.

The Coordinator assists Downtown Ambassadors, merchants and property owners and dealing with unhoused persons as needed. Through relationship-building, needs assessments, and ongoing engagement, the Coordinator connects individuals with appropriate housing, health, and social service resources while fostering trust and encouraging voluntary participation in available support programs. The position works collaboratively with local service providers, city departments, and community partners to coordinate referrals, document outcomes, and ensure continuity of care.

By combining direct outreach with case management, resource coordination, and cross-agency collaboration, the Social Service Outreach Coordinator helps improve access to critical services while contributing to a safer, healthier, and more welcoming downtown environment for all community members.

FINANCIAL IMPLICATIONS

No General Fund impact. Up to \$500 is available from the contributing Councilmember's Council Office Budget discretionary account.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

⁴ As of the June 26, 2026, biweekly homeless count conducted by DBA.

⁵ https://www.downtownberkeley.com/wp-content/uploads/2026/05/DBA_AnnualReport2025_Digital.pdf

CONTACT

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Amy Johnson, Legislative Aide, Council District 4, amjohnson@berkeleyca.gov

ATTACHMENTS

1. Resolution
2. DBA Social Service Outreach Coordinator Job Description

RESOLUTION NO. ##,###-N.S.

AUTHORIZING THE RELINQUISHMENT OF COUNCIL OFFICE BUDGET FUNDS FROM GENERAL FUNDS AND GRANT OF SUCH FUNDS TO THE DOWNTOWN BERKELEY ASSOCIATION IN SUPPORT OF THE SOCIAL SERVICES OUTREACH COORDINATOR POSITION

WHEREAS, the City of Berkeley values partnerships with community organizations that provide critical services to individuals experiencing homelessness and other social challenges while helping to maintain a safe, healthy, and welcoming downtown for residents, businesses, workers, and visitors; and

WHEREAS, the Downtown Berkeley Association's Social Service Outreach Coordinator provides consistent, field-based outreach to individuals experiencing homelessness by building trusted relationships, conducting needs assessments, connecting individuals with housing, health, and social service resources, and coordinating with local service providers and City departments to improve access to care and support; and

WHEREAS, since Fiscal Year 2020, the City of Berkeley has partnered with the Downtown Berkeley Association to co-fund this position, recognizing its value in connecting unsheltered individuals to services and addressing quality-of-life concerns in Downtown Berkeley; and

WHEREAS, the City allocated \$38,000 for Fiscal Year 2027, which is \$2,000 short of the typical contribution, not accounting for inflation; and

WHEREAS, Councilmember Tregub has available funds in his D13 discretionary office expenditure account and will contribute up to \$500, and invites other members of the Berkeley City Council to join in contributing up to \$500 from their respective discretionary office expenditure accounts to help close the remaining funding gap; and

WHEREAS, funding this position serves a municipal public purpose by strengthening outreach to individuals experiencing homelessness, increasing connections to housing and supportive services, fostering coordination among community partners, and contributing to a safer, healthier, and more welcoming Downtown Berkeley;

NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of Berkeley that funds relinquished by Councilmembers from their discretionary office budgets, up to \$500 per office, including \$500 from Councilmembers Tregub, \$500 from Councilmember O'Keefe, \$500 from Councilmember Blackaby, and \$300 from Councilmember Lunaparra, shall be authorized for expenditure from their D13 Discretionary Accounts to the Downtown Berkeley Association in Support of the Social Service Outreach Specialist Position.



JOB DESCRIPTION

Social Service Outreach Coordinator

TITLE: Social Service Outreach Coordinator

CLASSIFICATION: Non-Exempt

ACCOUNT: Downtown Berkeley Association

DATE:

REPORTS TO: Local Account Operations Manager

REVISED:

MISSION AND POSITION SUMMARY

The Social Service Outreach Coordinator serves as a compassionate representative of Streetplus and the Downtown Berkeley Association by engaging individuals experiencing homelessness or other social challenges, building trusting relationships, connecting individuals with appropriate community resources, and contributing to a safe, welcoming, and inclusive downtown environment.

This role requires consistent field-based engagement in a dynamic public environment. Success in this position also requires patience, empathy, sound judgment, and the ability to build trust while maintaining professional boundaries and supporting the goals of the Downtown Berkeley Association.

The Social Service Outreach Coordinator is responsible for circulating throughout the District, identifying and building positive relationships with individuals in need of services. The position helps individuals cope with challenges they are facing and connects them with appropriate community resources.

A bachelor's degree in a social services-related field is preferred.

Performance will be evaluated based on, but not limited to, the achievement of goals and objectives, the quality of services provided, documentation, and successful referrals to available community resources.

KEY DUTIES AND RESPONSIBILITIES

Essential Functions:

- Evaluate the needs, goals, and limitations of unhoused and unsheltered individuals encountered throughout the District.

- Maintain communication with unhoused and unsheltered individuals encountered throughout the District while encouraging individuals to pursue identified goals and engage with available support services.
- Coordinate with local service providers to connect unsheltered individuals encountered throughout the District with appropriate and available resources.
- Ensure compliance with regulatory bodies and guidelines.
- Build rapport with unhoused and unsheltered individuals encountered throughout the District with the goal of understanding their situation and being able to refer them to the appropriate resource.
- Track referrals and outcomes.
- Conduct initial assessments and document findings and engagements.
- Communicate with other teams dedicated to assisting the unhoused and unsheltered to ensure awareness.
- Ensure all case files and other records comply with applicable regulations, policies, and procedures.
- Maintain records of engagements, referrals, and outcomes using Statview.
- Encourage voluntary compliance with applicable Quality of Life ordinances through education, communication, and referrals, while notifying appropriate agencies when necessary.
- Report environmental conditions to the Operations Manager.
- Attend meetings with service providers and city departments with the purpose of sharing information and learning what services are available.
- Establish and maintain effective working relationships with Streetplus employees assigned to the Downtown Berkeley Association and in Social Service roles at other Streetplus accounts.
- Work collaboratively with the Operations Manager through regular communication and engagement to achieve superior results.

PERFORMANCE MEASUREMENTS

The Operations Manager and Vice President will evaluate performance using a combination of the following criteria, including, but not limited to, achievement of goals and objectives, quality of services provided, documentation, and successful referrals to available community resources.

- Maintains effective working relationships with service providers, outreach workers, and city departments.
- Maintains accurate records while safeguarding confidential information and protecting client privacy.
- The quality and number of referrals to appropriate services.
- Successful connections to housing, employment, or supportive services.
- Feedback from peers, the Downtown Berkeley Association, and community partners.

KNOWLEDGE, SKILLS, EDUCATION, AND LICENSE REQUIREMENTS

The following knowledge, skills, education, and licenses are critical for the success of the position.

- Proficiency with Microsoft Office applications, particularly Word and Excel.
- Professional written and verbal communication and interpersonal skills.
- Ability to interact with persons on the street and develop relationships that result in referrals when appropriate.
- Valid and current LCSW or LMSW license is a plus, but not required.
- Bachelor's degree in social services-related discipline is preferred, but not required.
- Demonstrated experience providing services to those in need.
- Two years of demonstrated experience in the social services-related discipline or similar field.

WORK ENVIRONMENT AND PHYSICAL REQUIREMENTS

Work is performed primarily outdoors in an urban environment and involves frequent interaction with individuals experiencing homelessness, mental illness, substance use disorders, and other behavioral health challenges. Employees may encounter emotionally charged situations and must remain calm and professional. The following physical requirements are crucial to success in the role:

- Walk 6 miles or more per shift.
- Stand for prolonged periods.
- Work outdoors in varying weather conditions.
- Occasionally climb stairs.
- Lift up to 25 pounds.
- Operate a smartphone, tablet, and computer.
- Visually observe surroundings.
- Verbally communicate effectively.

KEY COMPETENCIES

Below are the key competencies of the position.

1. Active Listening – Must give full attention whenever engaging those in need.
2. Verbal Communication – Individuals in need of services depend on the Social Service Outreach Coordinator to communicate effectively with them and with partner agencies.
3. Interpersonal Skills – In addition to listening and speaking skills, the position must have social skills to connect with people.
4. Time Management and Organizational Skills – Based on the number of engagements and referrals, these skills are essential.

5. Critical Thinking – The position must be able to weigh the strengths and weaknesses of alternative solutions when helping solve problems.

In addition to the competencies listed above, the following are essential for success:

- Integrity
- Problem Solving
- Conflict Management
- Time Management
- Timely Decision Making
- Results Oriented and Driven

COMPENSATION AND BENEFITS

The Social Service Outreach Coordinator is eligible for the following pay rate and benefits.

- Starting hourly pay rate of \$28.50 with annual salary increase, based on completion of goals and approval from the Downtown Berkeley Association.
- The position is eligible for the following benefits after ninety (90) days.
 - Medical Insurance. Employee-only coverage. Streetplus pays 80% of the monthly premium; the employee pays the remaining 20%.
 - Life Insurance. Streetplus provides basic life insurance at no cost to the employee.
 - Short-term Disability Insurance. Streetplus is responsible for 100% of the monthly premium.
 - Accident Death. Streetplus is responsible for 100% of the monthly premium.
 - Vision. Streetplus is responsible for 100% of the monthly premium.
 - Time Off. The employee earns one (1) hour of paid time off for every 30 hours worked.
 - Holidays: Streetplus observes no fewer than six paid holidays each year. Employees who work on a recognized holiday will be paid at 1.5 times their regular rate of pay. If a recognized holiday falls on an employee's regularly scheduled workday and the holiday is observed (not worked), the employee will receive their regular pay as a Holiday Not Worked benefit. Streetplus' recognized holidays include:
 - New Year's Day
 - Memorial Day
 - Independence Day
 - Labor Day
 - Thanksgiving Day
 - Christmas Day
 - Direct Deposit
 - Free Uniforms

Approved By:

Date:

INTENT AND FUNCTION OF JOB DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified applicants/employees are selected. They are also essential to an effective appraisal/evaluation system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the position. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all-inclusive. Supervisors as deemed appropriate may assign additional functions and requirements.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the company.

Job descriptions are not intended as and do not create employment contracts. The company maintains its status as an at-will employer. Employment with Streetplus is at will. Either the employee or the Company may terminate the employment relationship at any time, with or without cause or notice, except as otherwise provided by law.