



Office of the City Manager

CONSENT CALENDAR  
January 16, 2024

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Lisa Warhuus, Director, Health, Housing, and Community Services

Subject: Contract: Healthy Black Families for Housing Preference Policy Outreach and Education

RECOMMENDATION

Adopt a Resolution authorizing the City Manager or her designee to execute a contract and any amendments with Healthy Black Families (HBF) to provide outreach and education activities related to the Housing Preference Policy (HPP) from January 17, 2024 to January 17, 2025, in an amount not to exceed \$70,400.

FISCAL IMPACTS OF RECOMMENDATION

This contract term is from January 17, 2024, to January 17, 2025. Funding for the outreach and engagement activities for the Housing Preference Policy (HPP) from the City's General Fund is available in the Housing and Community Services General Fund (Fund 011) budget.

CURRENT SITUATION AND ITS EFFECTS

On July 11, 2023, the City of Berkeley adopted Resolution 70,960-N.S., to assist people displaced from Berkeley or facing displacement in Berkeley and those impacted by historical injustices to receive priority on a portion of new affordable housing units citywide. The HPP will apply to units created by the City's Below Market Rate (BMR) and Housing Trust Fund (HTF) programs. The HPP becomes effective on January 1, 2024.

Outreach and education around the policy is necessary to ensure potentially eligible applicants understand and apply for preferences. This policy's focus on households at risk of displacement and those already displaced from the community is outside the scope of the City's traditional engagement activities.

Staff seeks to partner with HBF to conduct targeted outreach and education initiatives for potentially eligible households. HBF is uniquely equipped to support this effort on the basis of their history of community engagement on the policy and deep connections with the Berkeley community.

Outreach and education efforts will include:

- Building an outreach list of displaced households and organizations who can share information to households who can benefit from the HPP;
- Disseminating information through podcasts, public service announcements, newsletters, social media, and fliers;
- Organizing and hosting information sessions in person and online; and
- Serving as co-collaborator and advisor to City staff by drafting and providing input on engagement/education materials.

### BACKGROUND

The HPP is a community-driven policy created through extensive outreach and engagement led by Healthy Black Families. In 2019, in response to Council referrals and ongoing community advocacy for a preference policy, the Department of Health, Housing, and Community Services (HHCS) and the Planning and Development Department worked together to apply for a Partnership for the Bay's Future (PBF) Challenge Grant. The Challenge Grant, which commenced in March 2020, allowed HHCS to support community partners HBF and East Bay Community Law Center (EBCLC) to engage in a community-driven process to make recommendations for the HPP.

### ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no specific environmental sustainability and climate impacts associated with this contract.

### RATIONALE FOR RECOMMENDATION

Healthy Black Families was a significant partner in coordinating engagement and the development of the Housing Preference Policy. Healthy Black Families is the only contractor with a deep knowledge of the policy and extensive and trusting relationships with key stakeholders that are critical for successful implementation. Partnering with Healthy Black Families on outreach and engagement is necessary to ensure: 1) potential applicants understand and apply for preferences, and 2) the City is honoring the policy's intent to address the negative impacts of displacement.

### ALTERNATIVE ACTIONS CONSIDERED

The City may choose to entertain a competitive bidding process to identify a community outreach partner. HHCS does not recommend that route because Healthy Black Families was so fully involved in developing the policy with community, that a bidding process would both delay the process and yield the same recommendation.

### CONTACT PERSON

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Contract: Housing Preference Policy Outreach and Education

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Attachments:  
1: Resolution

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

CONTRACT: HEALTHY BLACK FAMILIES FOR HOUSING PREFERENCE POLICY  
OUTREACH AND EDUCATION

WHEREAS, the City of Berkeley adopted Resolution 70,960-N.S. on July 11, 2023 to establish anti-displacement preferences in affordable housing projects through a Housing Preference Policy; and

WHEREAS, the Housing Preference Policy is effective as of January 1, 2024; and

WHEREAS, outreach and education around the policy is necessary to ensure eligible applicants understand and apply for preferences; and

WHEREAS, Healthy Black Families led engagement for the development of the Housing Preference Policy through the City's Partnership for the Bay's Future grant and established unique connections with local stakeholders and community members; and

WHEREAS, Healthy Black Families is uniquely equipped to partner with the City on outreach and education given their leadership role in community-driven development of the policy and extensive networks in the Berkeley community; and

WHEREAS, community outreach and education will include building an outreach list, hosting online and in-person info sessions, providing input to the City on user-friendly policy materials, and disseminating public information through podcasts, newsletters, and social media with a focus on Berkeley community members at risk of displacement or who have already been displaced.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager or her designee is authorized to execute a contract and any amendments with Healthy Black Families as a contractor to provide outreach and engagement services to support Housing Preference Policy outreach and education from January 17, 2024 to January 17, 2025 in an amount not to exceed \$70,400.