



August 7th, 2021

Measure X Community Advisory Board
Contra Costa County

Re: Funding Multicultural Welcome & Wellness Center

Dear Community Advisory Board members,

On behalf of the **Contra Costa Asian Pacific Islander Advocacy Coalition (CCAPIAC)**, we write this letter to support the establishment of a **Multicultural Welcome and Wellness Center (MWWC)** in Contra Costa County. On July 21, 2021, one of our coalition partners, the Nepali Health Advocates, presented before your board to formally request a total of 2 million dollars to create a multicultural center in Contra Costa County. This letter is to follow up on this request and will provide supplementary and clarifying details for this proposal. Please have a look at the attached budget consisting of the startup cost of \$1 million and annual operating expenses of \$1 million.

History and Genesis:

The creation of a **MWWC** is one of the top recommendations stemming from our **Office of Racial Equity and Social Justice** listening sessions with the Nepali Health Advocates and other Asian Pacific Islander (API) Community health advocates and Coalition partners. This idea originated from the **API COVID Taskforce**, a focused workgroup of Contra Costa Health Services **Historically Marginalized Communities Engagement Unit (HMCEU)**. The API COVID Taskforce has been successful in providing COVID rapid response outreach, messaging, and prevention resources to the API community. In addition, as a response to the evolving needs of the community, this Taskforce has engaged in strategic planning to transform into a broader advocacy coalition which will continue to advocate for various resources to strengthen the neglected API community in Contra Costa. MWWC is an important aspect of the Coalition's racial equity and social justice work.

Synergy with other movements in Contra Costa County:

There is great synergy between **MWWC** and other movements and strategies within Contra Costa County. While the Contra Costa Board of Supervisors adopted a resolution declaring racism as a public health issue, Contra Costa Health Services publicly denounced hate and bigotry of all form under the "United Against Hate" Campaign (collaboration among all



HMCEU Leads - API, African American, Latinx, Youth & Young, and Older Adults) in response to violence against the API community.

It is important to understand and acknowledge that marginalization, invisibilizing, and denial of essential resources and social support is a form of bigotry, hate, violence, and racism that has severely and directly impacted the API community in Contra Costa. Many API residents feel so underserved and ignored by Contra Costa County that they must travel to nearby Alameda County to seek services and assistance. This has been a long time “unspoken secret” which must be discontinued.

In addition, the Contra Costa Employment and Human Services Department (EHSD) and Health Services have launched the “**Gateway for Growth**” initiative (members of the API Coalition also sit on the Gateways for Growth advisory committee) which is developing a welcoming and inclusion plan for immigrants (many of whom identify as API). Further, there is a strong connection between this proposal and the launch of the Office of Racial Equity and Social Justice. **MWWC** will provide a strong connection between ORESJ and immigrant and other marginalized communities. Finally, **MWWC** will be able to collaborate with **Stand Together Contra Costa** and engage and educate community members.

MWWC will be founded upon the great and necessary work done by all other initiatives mentioned above. It will be a culmination of existing efforts to address systemic racism and unmet needs of API residents, immigrants and other marginalized members of our community.

Meeting the Unmet Need:

The API population is approximately 19 percent of the Contra Costa population. We are diverse in terms of languages, cultures and immigration backgrounds, and we contribute greatly to the local economy and infrastructure of this County, yet we have little space to receive support when we need it. As mentioned earlier, the API community is so disenfranchised from the network of services in Contra Costa County that they often travel outside the County to receive services from providers who speak their language, understand their culture, and make them feel welcomed and included. In the last year, the API COVID Taskforce members have spoken to various community leaders and residents who have made it clear that API residents want to receive services in Contra Costa County but there are few resources here. Hence, **MWWC** would fill this unmet need.

Vision, Mission, Values:



The vision for the **Multicultural Welcome and Wellness Center (MWWC)** is to create a space in Contra Costa County where Asian Pacific Islander Americans have all essential resources they need to thrive, have pride and confidence in their identities, are included and connected to one another and other BIPOC residents, and feel like they belong to the community they live in. We ultimately envision supporting the Contra Costa API community to move from surviving to authentically thriving. We envision this for the API community as well as for all BIPOC communities and other marginalized communities.

The mission of this center is to work in solidarity among Asian Pacific Islander Americans and with other BIPOC communities to build and strengthen community resources, connections, alliances, and strengths for a more inclusive Contra Costa County where all who live here also belong here.

The Coalition and MWWC hold the following values and approaches:

- **Collaboration** - we will collaborate with others to collectively ensure the success of this center and wellness for our residents.
- **Coalitions** - we will continue to strengthen and build our coalition which already consist of members from 13 different organizations so this group can be the backbone that supports and builds this center and vice versa.
- **Allyship** - we will form strategic alliances to further our work as well as act in allyship with others to promote the larger vision of social justice and equity.
- **Partnership** - we will leverage key partnerships with MOU partners to provide a robust set of resources and services for clients and residents.
- **Inclusion** - we will include and engage a multicultural, multiracial, multiethnic staff, partners, and clients with the ultimate aim of belonging.
- **Action** - we will advocate for actions which will further bring strength and resources to our communities, clients, and families.
- **Community** - we are based in the community, driven by community, and will respond to the needs of the community, at the pace of the community.

Purpose & Function:

The purpose of this **MWWC** is to receive well coordinated and culturally responsive services. In addition, clients will receive support through seamless linkages to an ecosystem of resources and continuum of services centered around the holistic well being and intersectional identity of the client and their families. The function of this center is to act as a “coordinating hub” for the API community but will expand to include and serve ALL BIPOC communities. This hub will coordinate space and services whereas MOU partners will be free to use our space to better reach and serve clients in West County.



Model & Components:

This Multicultural Welcome and Wellness Center (MWWC) is modelled after the Family Justice Center (who will also act as the fiscal sponsor for the center) Hub Model and consist of the following components:

- **Supporting Advocacy Coalition:** CCAPIAC will be the coalition that drives advocacy to continue supporting and fueling this center - pushing for actions that would enable the center to continue providing services for clients.
- **Physical Center Location:** The physical center will be located in West Contra Costa.
- **Virtual Center:** The “virtual center” will be accessible to anyone with access to Zoom, Google hangout etc on a user friendly website and platform. This virtual center will duplicate and make virtual as many of the services and opportunities available in the physical center as possible.
- **Areas of Engagement and Advocacy:** Examples of culturally responsive services in each of these areas include the following delivered through a robust language access and support program with staff and facilitators familiar with the community and the client’s unique cultural profile.
 - **Economic:** leverage connections with CBOs and systems partners to link clients to rental assistance, housing stability, employment and workforce development opportunities, child-care services, hold resume workshops, etc.
 - **Health(Holistic):** provide onsite trauma informed, culturally appropriate mental health support through individual and group support, hold faith based healing and prayer practices, art and music therapy, etc.
 - **Education:** work with the city of Richmond Literacy program and help clients obtain GEDs, provide free after school tutoring for youth of all backgrounds, host classes and workshops of topics relevant to the needs of the community, etc.
 - **Identity:** hold activities, workshops, classes, and space to form pride in one’s identity including cultural celebrations (ethnic new years) and build community identity, story time with elders, history and culture for youth, etc.
 - **Community:** provide opportunities for clients and residents to become engaged in their wide community through advocacy at the systems and policy levels; match clients to campaign or area of interests based on their needs.
- **Services, Experiences, and Staffing:**
 1. **“Bulletin Board” and “Community Town Square”**
 - *The Communications and Outreach Coordinator* will oversee and coordinate communications from various community partners, residents, and guests. Managers will manage a “Bulletin Board” in the physical



center which will be a place to share resources, announcements, and news. The virtual bulletin board will be duplicated on the website.

2. Client Services:

- ***The Service Coordination Coordinator*** will oversee client linkages to outside partners and organizations based on a continuously updated database of service providers in the area. They will also schedule and coordinate onsite service providers who will frequent and rotate in and out of the physical space on specific days. This “calendar” will be made public on the Bulletin Board (virtual and physical) so clients have an opportunity to sign up for the resources they are interested in

3. Education/training workshops/classes and support groups:

- ***The Service Coordination Coordinator*** will oversee the schedule of classes and workshops which will be hosted by the center and facilitated by outside partners - topics will vary and depend on the needs of the client and availability of facilitators. They will also be in charge of scheduling and managing the various support groups (identity, faith based, etc.) which will also be facilitated by outside partners.

4. Special events, celebration, and community building opportunities:

- ***The Communications and Outreach Coordinator*** will oversee the development and implementation of special events, cultural celebrations, and community building opportunities as well as community outreach to draw in more clients. This will also include the community garden.

5. Resident Leadership Development, Civic Engagement, and Advocacy Opportunities

- ***The Center Director*** will oversee matters of resident leadership development, civic engagement, and advocacy through connections with the larger coalition, alliances, and connections. The Director will also handle matters of finances, budgets, operations, supervision, and provide as needed support for the activities illustrated above while acting as a liaison and representative to outside partners, organizations, and systems.

****The Technology Coordinator will support in handling and managing the virtual center (website), database, as well as technological logistics in all functions****

Community Served:

This center will serve and build capacity in individuals, families, communities, of all age groups. Community members will have access to information and navigation of services available and will receive support to build on their leadership skills. The center will be a place to create opportunities for civic engagement and community belonging. Although this center will begin



with an emphasis on the API communities (due to the current need) the center will expand to include services for ALL BIPOC residents of various status and backgrounds. **NO ONE WILL BE TURNED AWAY.**

Coalition Members:

Throughout this last year we have built a coalition and partnerships with members of multiple organizations at different levels spanning from Contra Costa to Alameda. We have connections to community leaders and residents of various communities and we will continue to grow our networks and form additional partnerships to run this center. Each organization below has connections and relationships with additional organizations who have already expressed interests in working with us or have the potential to be a future partner. Here is a list of current and potential partners:

1. ARC
2. Community Health for Asian Americans
3. Stand Together Contra Costa
4. Korean Community Center of East Bay
5. Nepali Community Health Advocates
6. Hume Center
7. Contra Costa Health Services
8. Contra Costa Employment and Human Services Department- Policy Division - Gateways for Growth
9. Contra Costa Employment and Human Services- Aging & Adult Services
10. Contra Costa Crisis Center
11. Clinic Consortium
12. Healthy Richmond Initiative
13. Cal Bank and Trust
14. APEN
15. The City of Richmond - LEAP
16. Asian Resource Network
17. Family Justice Center
18. Able Community Development
19. SparkPoint Contra Costa
20. RCF Connects
21. Rewire Community

In addition, to stay aligned with our value to offer a holistic approach, we will create partnerships with faith based organizations and holistic healers to help strengthen and foster spiritual and religious



resilience for our communities. Building relationships with cultural brokers with the API community with which the community has long standing trust and respect.

We ask you to partner with the Contra Costa Asian Pacific Islander Advocacy Coalition in creating the **Multicultural Welcome and Wellness Center (MWWC)**.

You can contact Vy Vo at 510-926-8991 or vvo@richmondca.gov for any clarifying information or coordinations on next steps and actions. We look forward to connecting with you soon on this important initiative.

In Partnership,

Contra Costa Asian Pacific Islander Advocacy Coalition



Projected Budget

Personnel Total Costs

Multicultural Welcoming Center		Proposed Budget
A. Personnel Services – Salaries/Employee Benefits		COST
Director		\$135,000
Coordinator		\$80,000
Coordinator		\$80,000
Communication/IT		\$95,000
Benefits (21%)		\$81,900
Personnel Section Totals		
PERSONNEL SECTION TOTAL		\$471,900

Operations Total Costs

Multicultural Welcoming Center		Proposed Budget
B. Operating Expenses		COST
Space Cost (monthly rent \$8,333.33)		\$100,000
Utilities, Equipment Lease, Custodial, Telecomm		\$100,000
Resident Stipend		\$100,000
Language Access		\$53,500
Meeting Cost		\$24,600
Community Events/Outreach		\$25,000
Insurance		\$25,000
Fiscal Sponsorship (10%)		\$100,000
Operating Section Total		\$528,100
OPERATING SECTION TOTAL		\$528,100



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Start Up Total Costs	
Multicultural Welcoming Center	Proposed Budget
C. Start Up Costs	COST
Capital Improvements (community garden and kitchen)	\$500,000
Furniture, furnishings, and equipment	\$250,000
Data and telecommunication infrastructure	\$100,000
IT equipment, computers, software	\$100,000
Website, database, marketing	\$50,000
	\$0
Start Up TOTAL	\$1,000,000
Total Project Cost	\$2,000,000