



# City of Oceanside

300 North Coast Highway,  
Oceanside, California 92054

## Staff Report

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**File #:** 26-1471

**Agenda Date:** 5/20/2026

**Agenda #:** 16.

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DATE: May 20, 2026

TO: Honorable Mayor and City Councilmembers

FROM: City Manager's Office

**TITLE: APPROVAL OF THE HOMELESS EVALUATION, ASSISTANCE & RESOURCE TEAM (HEART), APPROPRIATION OF \$200,000 IN MEASURE X FUNDS FOR STARTUP COSTS, CREATE ONE NEW POSITION CLASSIFICATION, CREATE ONE NEW FULL-TIME PROVISIONAL POSITION**

### **RECOMMENDATION**

Staff recommends that the City Council approve the establishment of the Homeless Evaluation, Assistance & Response Team (HEART) as a City-coordinated, multidisciplinary outreach model to support housing-focused street outreach and coordinated engagement with individuals experiencing homelessness.

### **BACKGROUND AND ANALYSIS**

During the February 2025 City Council Homelessness Workshop, City Council provided direction to strengthen and expand the City's outreach and support services through a more coordinated, multidisciplinary approach that increases collaboration with social service and behavioral health professionals while reducing reliance on direct Police Department intervention for non-criminal homelessness-related concerns. Consistent with this direction, staff developed the HEART (Homeless Evaluation, Assistance & Response Team) program as a City-coordinated outreach model focused on proactive engagement, service coordination, stabilization, and connection to housing and supportive services.

To support a scalable and flexible outreach structure, staff is recommending a model that maintains City oversight and coordination while utilizing contracted service providers for field-based outreach services, similar to the current Encampment Resolution Funding (ERF) model. Under this approach, the HEART program will consist of one full-time City employee serving as the Homeless Outreach Coordinator, with outreach services delivered through contracted personnel, including social workers, lived experience staff, and behavioral health and healthcare professionals. The Homeless Outreach Coordinator and assigned outreach staff would operate under oversight of the City's existing Homeless Services Manager.

The Homeless Outreach Coordinator will serve as the lead for the HEART program and will be responsible for a number of duties, including but not limited to:

- Program oversight and implementation;
- Coordination across City departments, including Police, Fire, Public Works, Housing and

Neighborhood Services and Library Services;

- Oversight of contracted outreach staff;
- Management of the Citywide “By-Name List” (a coordinated tracking system used to identify and monitor individuals experiencing homelessness and connect them to services and housing resources) as well as coordination of multidisciplinary case conferencing; and
- Performance tracking, data analysis, and reporting to ensure program accountability and alignment with Council priorities.

To implement this model the City will utilize contracted outreach services to expand field-based outreach capacity while maintaining centralized program oversight through the Homeless Outreach Coordinator. Contracted outreach services may include social workers, lived experience staff, behavioral health professionals, and other providers with expertise in housing-focused street outreach, engagement, stabilization, diversion, and service navigation. Staff anticipates returning to Council with agreements and/or contract amendments related to outreach service delivery as the program is implemented.

This approach builds on the City’s existing partnerships and service infrastructure, including collaboration with Interfaith Community Services and coordination with the Housing Department’s existing homelessness housing-related activities, in order to leverage available resources, avoid duplication of services, and maximize operational efficiency and fiscal responsibility. This model also provides flexibility in response to current state and federal funding uncertainties while allowing the City to strategically expand outreach capacity and maintain a coordinated, service-focused response to homelessness.

While housing remains the long-term goal, limited housing availability requires continued focus on proactive engagement and connection to available resources. During this period, outreach remains critical to ensure individuals experiencing homelessness are consistently engaged and supported while preparing for future housing opportunities. HEART outreach activities will include proactive engagement in encampments and high-impact areas; connecting individuals to behavioral health, medical, substance use, and supportive services; assisting with identification documents, benefits enrollment, and coordinated entry assessments; supporting diversion, family reunification, and landlord incentive efforts; coordinating multidisciplinary case conferencing; and helping individuals navigate shelter, safe parking, and housing resources.

The HEART program will also continue to work collaboratively with the Oceanside Police Department’s Crime Suppression Unit in areas where public safety concerns, encampment activity, or community impacts may exist. To support coordination and real-time communication, the HEART team and Crime Suppression Unit will be housed within the same City facility, allowing for improved collaboration related to outreach efforts, encampment resolution planning, notice postings, and responses in high-impact areas, while maintaining a civilian-led and service-focused approach to engagement.

To evaluate effectiveness, the HEART team will incorporate measurable performance indicators, including housing placements, service referrals, coordinated entry connections, and housing stabilization outcomes. These metrics will support transparency, guide continuous improvement, and ensure alignment with the City’s goal of increasing pathways to housing stability. Staff plans to share

these metrics out to City Council on a regular basis.

HEART Start Up Costs

Staff is requesting an appropriation of \$200,000 in Measure X funding to support one-time startup funding for the initial implementation of the Program during Fiscal Year (FY) 2025-2026. Costs are inclusive of personnel costs associated with the new proposed position, program development, program design, recruitment, onboarding, training, and operational infrastructure to be incurred upon City Council's approval of the HEART program through June 30, 2026. As was shared with City Council at the recent budget workshop, future funding of HEART will also be included in the proposed FY 2026-27 operating budget.

HEART Homeless Outreach Coordinator

To provide the leadership and oversight of HEART, staff is recommending the creation of a new full-time provisional position (i.e., Homeless Outreach Coordinator). The Homeless Outreach Coordinator position is designated as provisional, as the program is funded through Measure X, a voter-approved half-cent sales tax set to expire in April 2036. Direct outreach services will be delivered through contracted service providers.

The Human Resources Department conducted a comprehensive classification and compensation analysis, resulting in the proposed job description and salary range needed to recruit qualified candidates.

Please see position details below:

Homeless Outreach Coordinator - MECO (ADMIN151)

Responsible for leading the City's Housing-Focused Street Outreach program through direct field engagement, coordinating outreach operations, supervising contracted outreach staff, and ensuring program accountability, performance tracking, and reporting.

Homeless Outreach Assistant

	A	B	C	D	E	F	G
Annual	\$ 61,505.34	\$ 54,183.62	\$ 57,001.17	\$ 59,965.23	\$ 63,083.42	\$ 66,363.76	\$ 69,814.67
Monthly	\$ 4,292.11	\$ 4,515.30	\$ 4,750.10	\$ 4,997.10	\$ 5,255.95	\$ 5,530.31	\$ 5,817.89
Hourly	\$ 24.76	\$ 26.05	\$ 27.40	\$ 28.83	\$ 30.33	\$ 31.91	\$ 33.56

Homeless Outreach Specialist

	A	B	C	D	E	F	G
Annual	\$ 65,237.59	\$ 59,581.94	\$ 73,305.40	\$ 77,117.28	\$ 81,127.38	\$ 85,345.01	\$ 89,794.90
Monthly	\$ 5,519.80	\$ 5,806.83	\$ 6,108.76	\$ 6,426.44	\$ 6,760.62	\$ 7,112.17	\$ 7,482.00
Hourly	\$ 31.84	\$ 33.50	\$ 35.24	\$ 37.08	\$ 39.00	\$ 41.03	\$ 43.17

Homeless Outreach Coordinator

	A	B	C	D	E	F	G
Annual	\$ 65,183.75	\$ 89,442.94	\$ 93,915.09	\$ 98,610.64	\$ 103,541.36	\$ 108,718.45	\$114,154.38
Monthly	\$ 7,098.66	\$ 7,453.58	\$ 7,826.26	\$ 8,217.57	\$ 8,628.45	\$ 9,059.87	\$ 9,512.86
Hourly	\$ 40.95	\$ 43.00	\$ 45.15	\$ 47.41	\$ 49.78	\$ 52.27	\$ 54.88

**FISCAL IMPACT**

Initial startup costs in an amount not to exceed \$200,000 require City Council appropriation from available Measure X reserves for Fiscal Year 2025-2026. These funds will support partial-year personnel costs, recruitment, onboarding, training, equipment, program setup, and operational readiness for the Homeless Evaluation, Assistance & Resource Team (HEART) through June 30, 2026. Any unspent funds at the end of the fiscal year will be carried forward into Fiscal Year 2026-2027 to support continued startup and program launch activities.

No General Fund impact is anticipated, as the program will be funded through Measure X reserves.

Description	FY 25-26 Requested Appropriation	Account Number
<b>Personnel</b>		
<b>Homeless Outreach Coordinator (provisional)</b>	\$7,098 4,008	150153103.5105 150153103.5207
<b>Maintenance &amp; Operations</b>		
Reports & Studies	10,000	150153103.5326
Machinery & Equipment < \$10K	20,000	150153103.5330
Travel & Conference	11,000	150153103.5345
Training - Registration Fees	10,000	150153103.5350
Materials, Supplies & Services	26,000	150153103.5355
M&S - Software	10,000	150153103.5355.0009
Uniform	6,000	150153103.5380
Telephone	9,000	150153103.5385
Housing	56,254	150153103.5395
Administration Fees	30,640	150153103.5405
<b>TOTAL</b>	<b>\$200,000</b>	

The table below outlines the FY 2026-2027 cost breakdown. The total \$400,000 request is included in the proposed budget scheduled for Council adoption on June 3, 2026.

Positions	FY 26-27
Homeless Outreach Coordinator (Provisional)	\$143,075
Maintenance and Operations	256,925
<b>Total Budget/Cost</b>	<b>\$400,000</b>

**COMMISSION OR COMMITTEE REPORT**

On May 7, 2026, the Measure X Citizens Oversight Committee recommended City Council appropriate funds from Measure X to start the HEART program.

**CITY ATTORNEY'S ANALYSIS**

Does not apply

Prepared by: Tameka Tate, Homeless Service Manager  
Reviewed by: Michael Gossman, Assistant City Manager  
Submitted by: Jonathan Borrego, City Manager

**ATTACHMENTS:**

1. Job Description