



# San Pablo Scholarship Pilot Program Update

**COMMUNITY SERVICES STANDING COMMITTEE PRESENTATION**

**May 4, 2026**

# Presentation Overview

- Program Goals
- Program Achievements
- Scholarship Eligibility
- Priority Considerations
- Program Timeline
- Application & Rolling Review
- Marketing and Outreach
- Professional Services
- Conditional Award Process
- Next Steps for Cohort 4

# Program Goals

- Provide financial support to City of San Pablo Youth with post high school education and career technical training
- Reach as many students in need as possible
- By Fall 2026, evaluate the program to understand the community impact of the pilot scholarship program to contribute to analysis of future city-initiated funding mechanisms for eligible San Pablo students



# Program Achievements: Total Scholarships Issued to Local Youth

Scholarships	First-time Awards	Renewal Awards	Total Awards, by Cohort
Cohort 1 (2023)	79	n/a	79
Cohort 2 (2024)	60	47	107
Cohort 3 (2025)	144	51	195
Total	283	98	381

# Scholarship Eligibility

- ✓ A resident of incorporated City of San Pablo
- ✓ Be under 25 years old at time of application
- ✓ Be a high school graduate OR have received GED/high school equivalency within the last three academic years.
- ✓ Have submitted FAFSA or Dream Act request for funding if planning to attend a 2-year or 4-year college.



# Priority Considerations

## First Priority Group

- ✓ First time Trade/Career Education Students
- ✓ First time 2-year Community College Students
- ✓ First time 4-year College/University Students

## Second Priority Group

- ✓ Undergraduate students NOT in their first year who have not previously applied
- ✓ Trade/Career Education students NOT in their first year who have not previously applied

## Third Priority Group

- ✓ Returning San Pablo Scholars. **Returning Scholars will be invited to apply through a separate process and need to fill out the renewal application online.**

# Program Timeline

January 27:	Launch Application and Marketing Activities
March 31:	Application Deadline
April 1 - April 10:	Application Review Period
April 17:	Conditional Award Letters Sent
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May 6:	Finalists' Deadline to Secure Award
May 5, 12, 21:	Financial Literacy Workshops
May 27:	Award Confirmation Letter Sent
June 25:	Ceremony and Reception
June 30:	Scholarship Award Disbursal

# Application and Rolling Review

January 27 – March 31, 2026

- Launched Application and Review process on JotForm
- Program Budget allotted funds for 105 first-time scholarships and 50 renewal scholarships this year.

Data as of 4/17/26	Applications Received	Eligible Applications Received	Available Awards	% of Eligible Applicants Offered Scholarship Awards
First-time	188	120	105	88%
Renewals	126	93	50	54%
Total	314	213	155	

# Marketing and Outreach Activities

<b>Audience</b>	<b>Activities</b>
City of San Pablo General Public	Radio, Banners, Billboard, Posters, Social Media, Press Release, City Events, Activity Guide, CM Newsletter, Comcast Channel 26, Website
College bound youth and their counselors and supporters.	WCCUSD High Schools, Counselor Outreach, Assemblies, School Presentations, College and Career Fairs, EAOP, College is Real
Technical/Vocational education bound Youth and their counselors and supporters	WCCUSD High Schools, Contra Costa College, Puente, Presentations, Signage, Career Fairs, San Pablo EDC
Renewal eligible youth	Direct email invitation to apply, Individual In-person customer service

# Amplifying Outreach through Strategic Marketing



## Email & Digital

- eBlast campaign to 4,000+
- Mass email campaigns 7,200
- Social media channels+tagging partners
- Digital LED billboard ad design



## Media & Content

- Local Media (radio, press, El Portal)
- Videos (bilingual audio/trilingual subtitles)



## Community Presence

- Hiring Fairs
- Tabling at schools, community and business events

## Why this Approach was Effective?

- Established a trusted and recognizable brand
- Maximized reach across platforms and audiences
- Leveraged algorithms with “movement,” e.g., videos
- Reduced barriers and amplified partner outreach

# Partnership Connection and Measurable Impact



## Partner Network

- Contra Costa College
- 4CD sharing in career centers, financial aid & on Handshake
- Vocational training partners, notably Construction Trades
- County agencies, fellow CBOs
- Large community events



## Impact & Outcomes

- Expanded reach through coordinated partner communication
- Increased views & shares
- Stronger community awareness and engagement
- More stakeholders actively promoting the scholarship



## The Result

- A stronger, more recognizable program supported by partners
- Cross-sector collaboration (education, workforce, community)
- Versatile, collaborative internal team #StrongerTogether

# Wrap-around Supports and Coaching

## Financial Empowerment Workshops

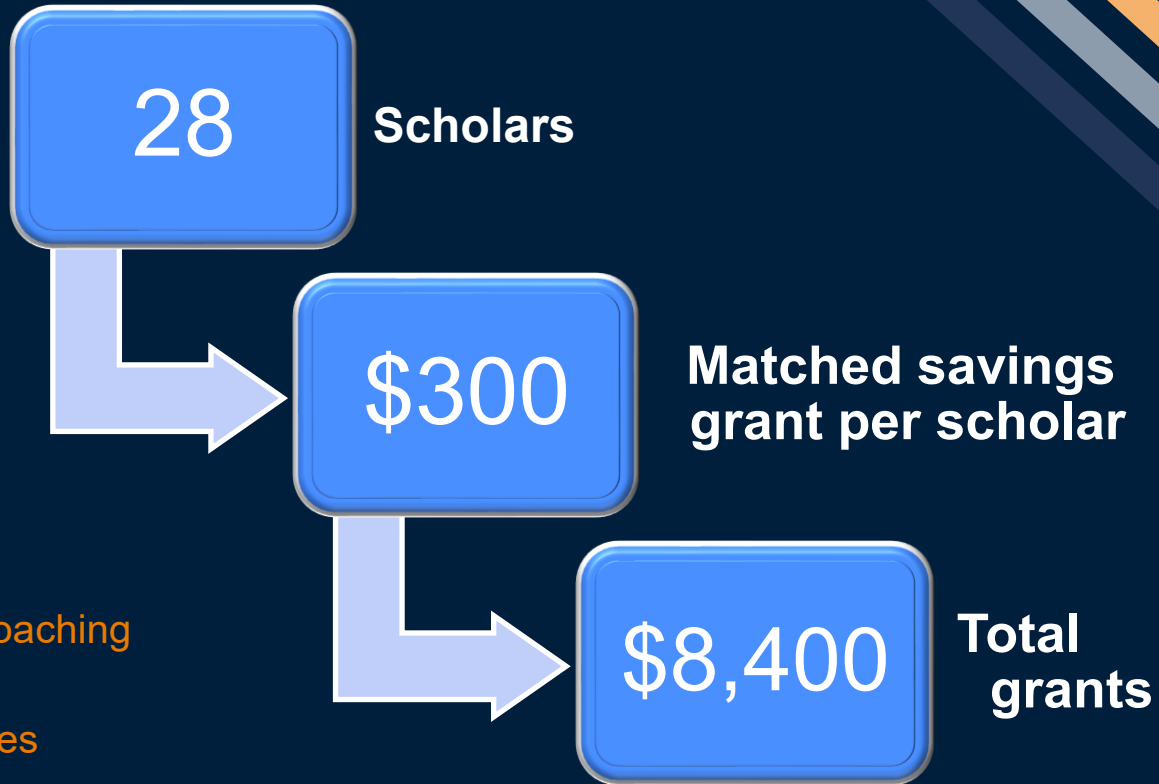
- Financial empowerment coaching
- Hands-on, engaging exercises
- Getting banked
- Matched savings grant
- Unlimited sessions available

## Wrap-around Supports

- Coaches available any time
- Fee-free credit union accounts
- Food gift cards

## Building Professional Networks

- Mock and informational interview coaching
  - Connect to Opportunity
  - Hiring fairs for internship queries
- Introductions to potential mentors



# Financial Empowerment Workshops & Survey Feedback

142 scholars participated in group sessions + 1:1 coaching

4.5/5

## Overall Rating

"I think the workshop was helpful to me since I haven't had much knowledge of financial literacy."It was really great"

4.6/5

## Speakers Rating

"I honestly found this very engaging, and the speakers were really great"

4.6/5

## Interactive Game Rating

"This was really fun! I learned a lot from it"

## Outcomes

- Increased understanding of financial basics
- Greater awareness of risks  
Improved confidence in making financial decisions
- Enrollment in matched savings & unlimited coaching



# Conditional Awards Process

## April – May 2026

April 17, 2026 Conditional Award Letters sent to 155 finalists

### CSD Requirements

By May 6, in response to the Conditional Offer Letter, scholars must provide:

- Signed Scholar Agreement
- Proof of school enrollment in the Fall 2026
- Registration for Financial Literacy Workshop

### EDC Requirements

By May 21, all qualified applicants CSD/YSCP has deemed qualified will have:

- Provided a W-9 and bank account verification
- Attended a Financial Empowerment Workshop

By May 30, CSD/YSCP will:

- Review documents to ensure awardees meet conditions
- Prepare Final Award letter confirming the Scholarship Award
- Invite Scholars to the Scholarship Ceremony and Reception
- Prepare a Final list of Awardees to San Pablo EDC for payment

# What's Next

- May 5, 12 & 21: Financial Literacy Workshops
- May 27: Award Confirmation Letter Sent
- June 25: Ceremony and Reception
- June 30: Scholarship Award Disbursal
- December 2026: Evaluation Year 4 Complete

# New Potential Funding Source Needed:

**\*\*Sustainability: City Council will need to determine continuing financial support for local scholarships beyond December 2026\*\***

Currently, there is no GF funding designated to continue the Scholarship Program past 2026, as the Federal ARPA funds used over the past three years will be completely depleted by that time.

In July 2026, the City Council will formally consider placing a new half-cent (0.50) sales tax measure on the November 2026 ballot for local voters. If approved, this measure would establish a stable funding source for the Scholarship Program for the following 10-years, extending through 2036.



Thank you!  
Questions?

# Evaluation Findings

2026 Findings Memo Summary

# About the Evaluation

HTA Consulting engaged in 2023 for three-year Pilot Program, extended to a four-year Pilot Program.

The San Pablo Scholarship Pilot Program Evaluation Plan covers four scholarship cohorts awarded from May 2023 – June 2026.

## **Evaluation Plan Has Four Learning Areas:**

1. Scholarship Selection and Requirements
2. College and Career Readiness
3. Trades/Workforce
4. Scalability

## **Evaluation Activities:**

1. Scholar Surveys
2. Scholar and Parent Focus Groups
3. Program Document Review
4. Staff Group Interviews

*A complete list of the questions is included on Year 3 Evaluation Findings Memo, page 2.*

# About the Evaluation

**November 2023**

**January 2024 – Current**

**October 2024 and October 2025**

**June 2024, June 2025**

**July 2024 and July 2025**

 **April 2026**

**December 2026**

Evaluation work begins

Bi-monthly Reporting Meetings (Year 2, Year 3, Year 4)

Staff Interviews (Year 2, Year 3)

Scholar Surveys (Year 1 & 2, Year 3 Scholars)

Parent Focus Groups (Year 1 & 2, Year 3 parents)

Evaluation Findings Memo summarizes:

- Scholar survey findings (Year 2 scholars)
- Scholar focus group (Year 3 scholars)
- Parent focus group (Year 3 scholars)
- Staff Team Interviews (YSCP and EDC)
- Bi-monthly reporting data (Year 3 reports)

Year 4 Evaluation Findings Memo

# Evaluation Report Findings Year 3

## Partnership Implementation Strengths and Challenges

### Strengths

1. Strengthened marketing strategies
2. Notable increase in applications
3. Successful scholarship ceremony
4. Deepened relationships with local schools, community partners, residents, and EDC.

### Challenges

1. Differences in work and leadership styles initially affected operational efficiency.
2. Additional services were provided to scholars without prior coordination.
3. Decentralized data tracking slowed parts of the review process.

## Evaluation Report Findings: Year 3 Scholar Focus Group Findings

Scholars provided the following feedback on the program:

- Straightforward Application Experience
- Preference for Social Media Marketing
- Request for More Financial Empowerment Workshops
- Appreciate the Scholarship Ceremony and Reception

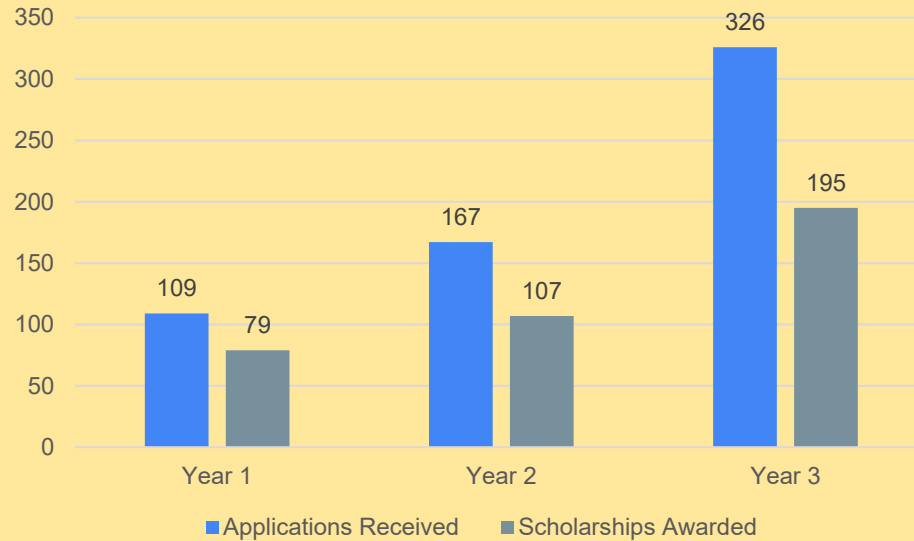
# Evaluation Report Findings

Table 1. How applicants learned about the scholarship program.

	First-time Applicants	Renewal Applicants
Banner or poster	89	17
Friends or Classmates	74	23
School College and Counselor	65	12
College and Career Fair	56	8
College is Real	45	23
Teacher	45	9
Scholarship Workshop	38	11
Social Media	37	17
Richmond Promise	34	13
Email	31	17
Other	27	20
EAOP College Adviser	21	11
Event	19	2
School Club	5	0
Puente/Puente Más	2	0

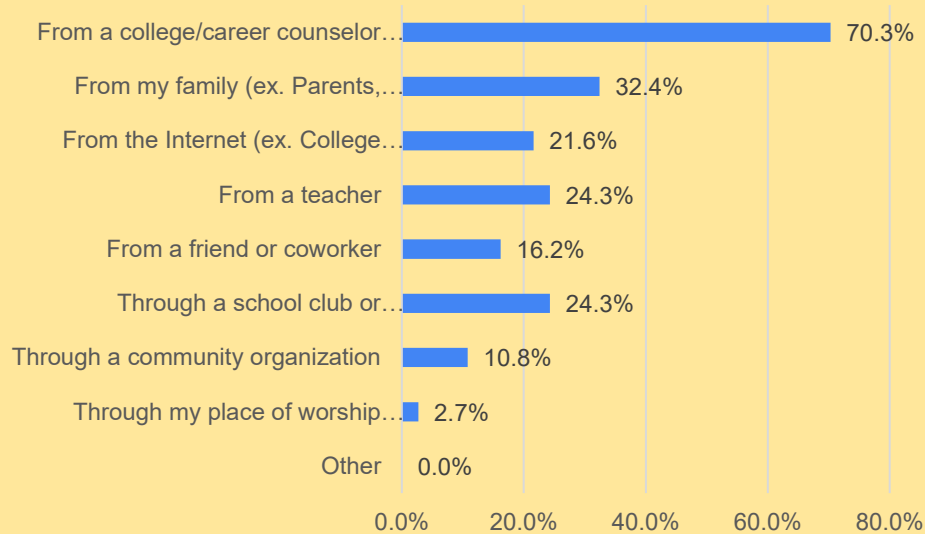
# Evaluation Report Findings

Figure 1. Number of applications received and awarded, Year 1-3



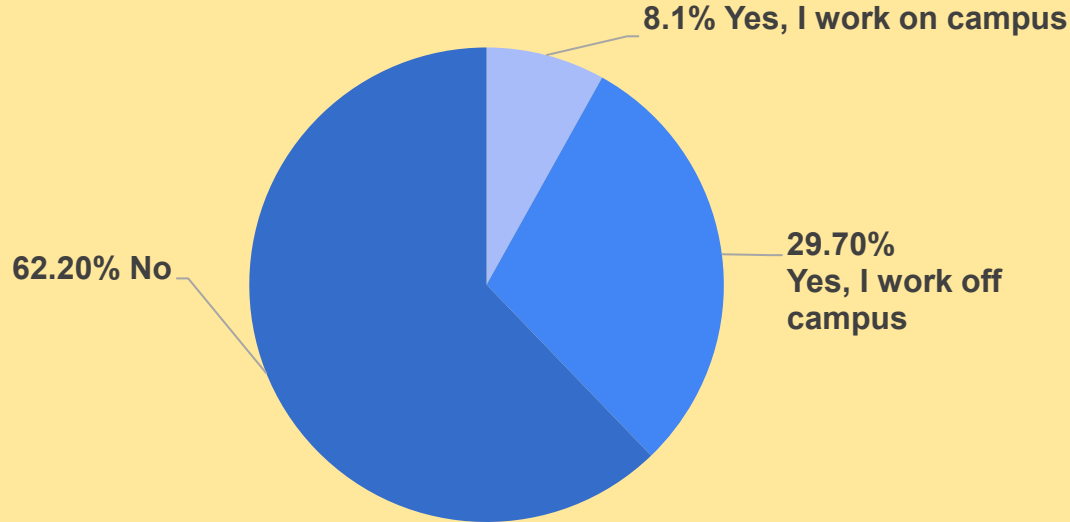
# Evaluation Report Findings

Figure 2. What ways did you learn about your options for college/career programs?  
Select all that apply. (N=37)



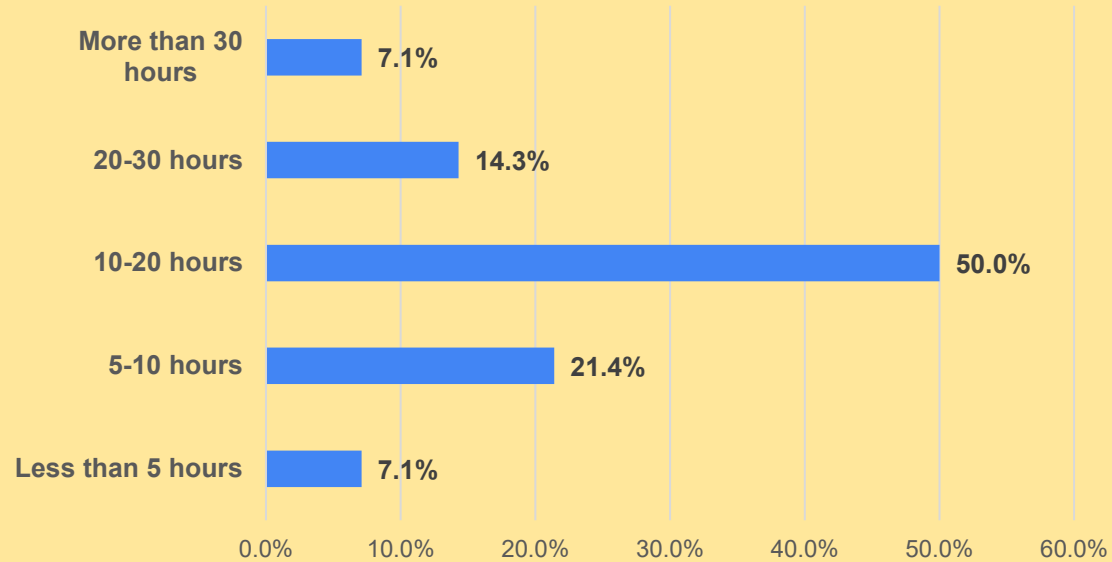
# Evaluation Report Findings

Figure 3. Do you currently work while attending a college/career program?  
This can include work-study, internships, gig work, etc. Select all that apply (N=37)



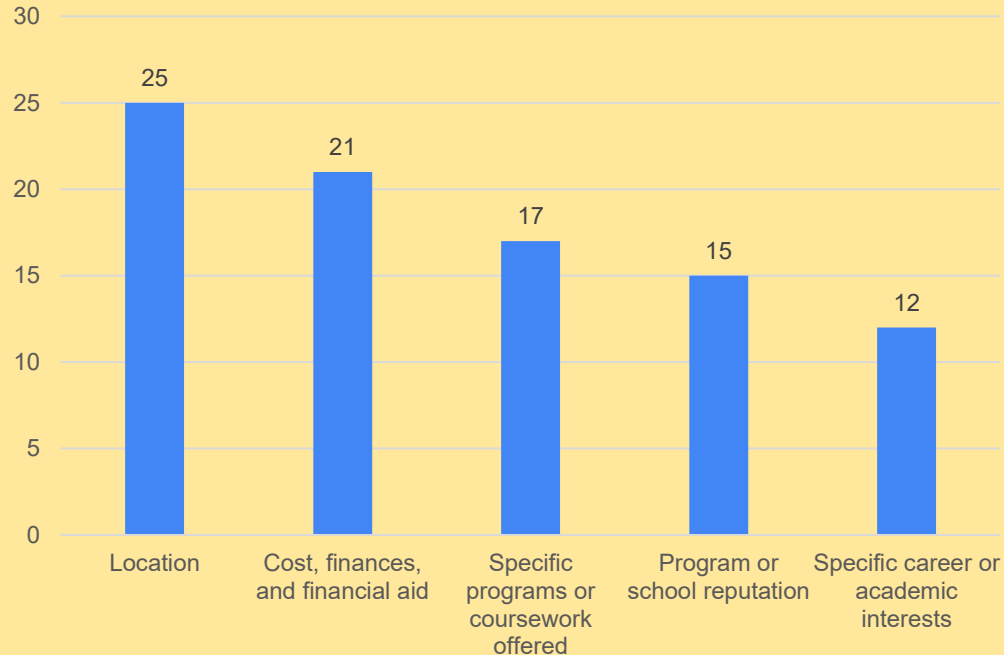
# Evaluation Report Findings

Figure 4. How many hours per week do you typically work? (N=14)



# Evaluation Report Findings

When asked to describe the main factors that went into their college/career program decisions, the most common deciding factors among scholars were:



# Evaluation Report Findings

When asked what knowledge or resources might have helped with their transition into their college/career program, scholars noted the following helpful resources, from most cited to least cited:

Resource	Mentions
Financial Resources, including financial education	11
Mentorship or Counseling	9
Academic Support	8
Bridge Programming	5
More Awareness of College or career options	3
Help with identifying goals and planning coursework	3
Awareness of campus resources	3
Time management support or advice	2
Knowledge of academic requirements, including topics like how transfer credits work and the required exams for different program certifications	2
Several students also noted they did not feel they needed any additional resources during the transition to their postsecondary program.	

# Evaluation Report Recommendations

Based on the findings presented in the YR 3 Evaluation Findings Memo, HTA offers the following recommendations to consider for the final year of the program:

1. Create a shared tracker to manage scholarship applications.
2. Continue to provide relevant financial education to scholars.
3. Provide scholar workshops on networking and identifying mentors.

## Conclusion and next steps of this Pilot Program:

1. One more year to implement, evaluate, and celebrate.
2. On pace to grant over \$500,000 in scholarship funds by the end of the Pilot Program—far surpassing the original goal of \$300,000.
3. Deepened partnerships with agencies that are committed to serve City of San Pablo youth as they pursue post-secondary education and career training opportunities.
4. The City of San Pablo is well positioned to scale a sustainable program based on the expertise developed over the course of the Pilot Program, pending a funding mechanism.

# **STAFF RECOMMENDATION:**

- 1. Receive the information and presentation; and**
- 2. Persist in efforts to educate, inform, and highlight the significance of the San Pablo Scholarship Program on local students and families; and**
- 3. Keep exploring the possibility of securing a sustainable funding source beyond 2026 to ensure the continuation of the Scholarship Program.**