

Exhibit A: Scope of Work

Overview

The San Pablo Economic Development Corporation's (San Pablo EDC) mission is to develop, diversify and stabilize the local economy through the education and training of workforce and businesses. The San Pablo EDC focuses on creating economic opportunity in the City of San Pablo (City) and ensures alignment of its economic development strategy with the City's. In that spirit, the San Pablo EDC also helps with business attraction and performs various roles critical to the completion of new markets tax credit (NMTC) projects.

The San Pablo EDC is an efficient, effective organization at building engagement with workforce and businesses to the betterment of the City and its residents. Through this professional service agreement (PSA) with the City in fiscal year 2018-19 (FY18-19), the San Pablo EDC commits to the scope of work as detailed below in exchange for operational funding in an amount not to exceed \$650,000.

Economic Development/Business Assistance

- Work closely with the City Manager's office on economic development and new markets tax credit (NMTC) projects that provide community benefit to the City and its residents.
- Partner with all city departments to improve the business and community environment, execute economic development initiatives, improve, educate, promote and support existing businesses, co-design responsive programs, welcome new businesses, work on grant applications, bring outside resources to businesses, and coordinate Americans with Disabilities Act (ADA) and certified access specialist (CAsp) educational programs, services and reports.
- Seek positive PR to promote the City as a place to do business with a capable, job-ready workforce.
- Partner with the City to pursue grants, recognition or other status that increase its positive visibility, build community and create economic opportunity (e.g., Robert Wood Johnson Foundation Culture of Health Prize, All-America City, Super Community Super Bowl 50, etc.).
- Attract new businesses to the City; focus on adding quality jobs and tax base. This includes highlighting RFIs of interest and preparing responses and collaterals to relevant RFIs.
- Collaborate on business retention efforts, including the retraining of business employees update, of business plans and support accessing business capital.
- Create training and education programs for businesses and their employees, as well as bring in additional resources to train, retrain and offer on-the-job training.
- Create and maintain a quick-start resource guides for businesses looking to locate or open in San Pablo, as well as those currently operating with the City.
- Create, implement and manage consumer engagement/business promotion programs (e.g., Where's Pablo, Local FIRST, special events, etc.), which bring disposable income to the City and keep dollars local, generating a stronger tax base while building the jobs base.
- Functioning as a hub organization to promote partnership throughout the county. This includes functioning as a professional, member-based organization providing unique and valuable benefits to the City's businesses.
- Coordinate multi-organization mixers and events that promote economic partnership.
- Continue collaboration on business and development funding, including community development entity (CDE) efforts for NMTC allocation and regional investment.

- Collaborate with the City on the production of El Portal newsletter and other important traditional media, press coverage or social media that promote programs, businesses and success stories.
- Establish a nano-capital program to support unique capital needs of locally owned businesses.
- Engage in exploration of asset management, and if feasible and board-supported, pursue management of physical assets and housing programs.

Workforce Development

- Fulfill a key role within the Contra Costa Workforce Collaborative to ensure San Pablo continues to receive One Stop services with Workforce Innovation and Opportunity Act funding.
- Ensure a “whole person” approach that addresses the reduction of barriers for those seeking to return to work or expand their employment opportunities, including subsidized childcare, bilingual computer literacy, financial literacy, and career readiness bootcamps.
- Partner with other agencies to bring job training opportunities to San Pablo’s workforce that prepare them for progressive-wage careers in areas of the economy that are stable or growing.
- Develop and deliver job training and readiness programs, which provide much-needed services while building the reputation of the City.
- Creating training and education programs for residents, as well as partner with other agencies that can deliver these programs to residents.
- To the extent possible, strive to make all training and education programs accessible to the disenfranchised.
- Continue to manage the Removing Barriers Tattoo Removal Program, the first program to receive international press on the innovative model to expand economic opportunity through the removal of tattoos.
- Forge relationships with corporate sponsors, as well as county, regional and state agencies to provide additional support, resources, programs and career access to the City’s residents.
- Develop a strong partnership with the local community college to expand program offerings, career training opportunities, and grant funding available to City residents.
- Pursue grant funding opportunities and collaboratives to expand workforce training and support possibilities.
- Accept board, board committee and chair roles that increase economic opportunity for the City.
- Pursue regional collaborations that support the employment of more San Pablo residents.
- Work with the City to advance Local Contracting and Local Hire efforts.
- Lead discussions with the building trades to create stronger paths to apprenticeship, better prepared residents, and improved partnerships to support the pathway.