



MEASURE Q

2021-22 Annual Report

The year of the COVID-19 pandemic



About this Report

This report is presented to the Measure Q Citizens' Oversight Committee along with a report entitled "Independent Accountant's Report on Applying Agreed Upon Procedures for Measure Q Collection, Management and Expenditures for the Year Ended June 30, 2022."

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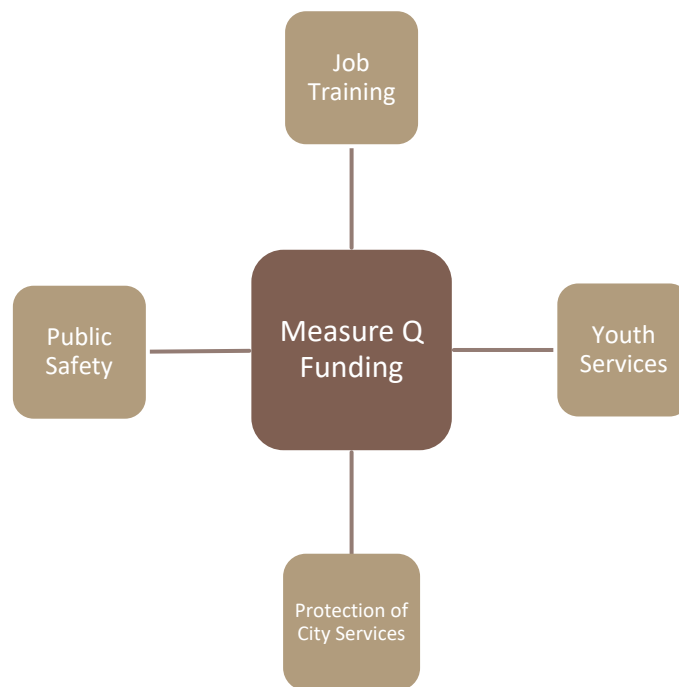
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About Measure Q

Measure Q was a City of San Pablo (City) general sales tax measure approved by a 74% “Yes” vote on the June 5th, 2012 ballot. The ten-year measure approved a half-cent sales tax for five years to be followed by a quarter-cent sales tax for the subsequent five years, after which the measure sunsets. Fiscal year 2017-18 was the first year at the reduced sales tax rate of a quarter-cent. The money generated from Measure Q is used to pay for general services provided by or through the City to its residents. These services comprise public safety (including youth development and gang prevention), job training for local residents (especially those with barriers to employment), youth services, and the protection of all City services vital to the preservation of public peace, health, and safety of San Pablo (Figure 1).

FIGURE 1. MEASURE Q FUNDING PROVIDES MULTIPLE SERVICES TO SAN PABLO RESIDENTS



The sales tax ordinance requires that throughout the duration of the tax there be a Citizens’ Oversight Committee, annual audits, and consistent community reporting on how the monies are spent. As evidence of the City’s engaged community and the many critical programs and services supported by Measure Q, the City competed nationally for, and was awarded, the All-America City title by the National Civic League in June 2014 in Denver, Colorado. Due in large part to its Measure Q-funded programs, the City also received the prestigious Robert Wood Johnson Foundation Culture of Health Prize in September 2017. In 2020 the sales tax measure returned to the ballot, this time known as Measure S, to extend the tax for an additional ten years. It passed with 79% approval.

Financial Summary

City Management set the 2021-22 Measure Q budget at \$918,000 with a distribution of \$187,500 for the San Pablo Economic Development Corporation (San Pablo EDC) and \$365,250 each for the Police Department and Community Services. This year's actual revenues totaled \$1,026,277 and the actual expenditures totaled \$1,049,459 (Figure 2). The City was in a position to support Measure Q-related activities at a level beyond the funded amount. Table 1 below and Figure 3 on the next page summarize the details of the expenditures.

FIGURE 2. MEASURE Q, FY 2021-2022 (JULY 1ST, 2021 TO JUNE 30TH, 2022)

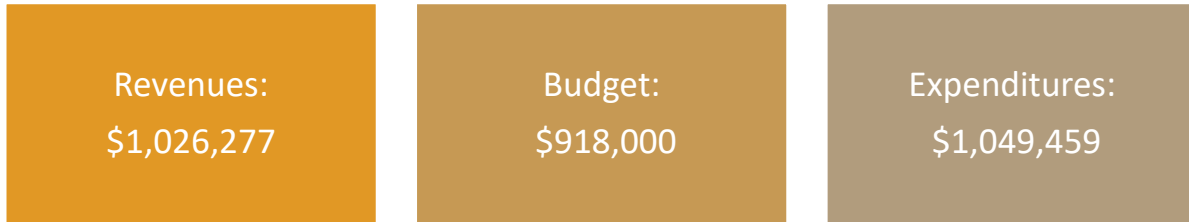


TABLE 1. SUMMARY OF MEASURE Q EXPENDITURES BY TYPE AND PURPOSE

| Expenditures | Amounts | Totals |
|-------------------------------------------------------|-----------|------------------|
| Police Department | | |
| Payroll (salary and benefits by employee position) | | |
| Special Investigation Unit (SIU) Police Officer | \$254,360 | |
| Juvenile Education & Welfare Liaison (JEWL) Officer | \$53,862 | |
| Police Cadet | \$6,070 | |
| Total Measure Q Expenditures Police Department | | \$314,292 |
| Community Services | | |
| Payroll (salary and benefits by employee position) | | |
| Community Services Manager | \$171,447 | |
| Community Services Coordinator II | \$129,083 | |
| Community Services Coordinator II | \$91,486 | |
| San Pablo Beacon Community School Initiative Grantees | | |
| Bay Area Community Resources | \$135,000 | |
| Catholic Charities of the East Bay | \$10,500 | |

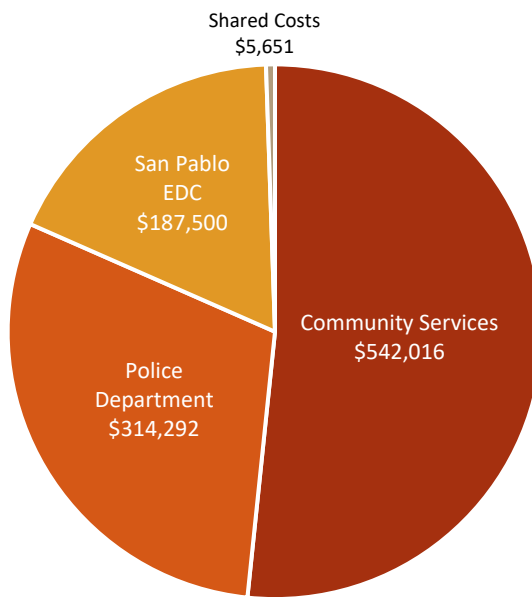
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|----------------------------------------------------------------------------------------|--------------------|--------------------|
| Familias Unidas | \$4,500 | |
| Total Measure Q Expenditures Community Services | | \$542,016 |
| San Pablo Economic Development Corporation Funding (EDC) | | |
| Professional Services and Other | \$187,500 | |
| Total Measure Q Expenditures San Pablo Economic Development Corporation Funding | | \$187,500 |
| Other Expenses | | |
| Professional Services (Maze & Associates, MPA, and Public Profit) | \$5,651 | |
| Total Measure Q Expenditures Other | | \$5,651 |
| Total Measure Q Expenditures | \$1,049,459 | \$1,049,459 |

Source: FY 2021-2022 Measure Q expenditure report provided by City of San Pablo, Independent Accountant's Report on Applying Agreed Upon Procedures for Measure Q Collection, Management and Expenditures for the Year Ended June 30, 2022.

Maze and Associates Accountancy Corporation assisted the City of San Pablo with accounting and reporting on the collection, management, and expenditure of the Measure Q revenue for the period July 1st, 2021 to June 30th, 2022. This engagement is solely to assist the City in complying with the requirements of Section 3.25.140 of Ordinance 2012-005. City Management is responsible for the collection, administration, and expenditure of Measure Q funds. This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants.

This year's expenditures did not include the Childhood Obesity Prevention (COP) Grant Program. The program was paused because of the COVID-19 pandemic.

FIGURE 3. TOTAL MEASURE Q EXPENDITURES (\$1,049,459)



Source: FY 2021-2022 Measure Q expenditure report provided by City of San Pablo, Independent Accountant's Report on Applying Agreed Upon Procedures for Measure Q Collection, Management and Expenditures for the Year Ended June 30, 2022. Shared costs are for auditing and evaluation consulting, which is not specific to any department.



San Pablo Police Department

The San Pablo Police Department received a 2021-22 Measure Q budget allocation of \$314,292 to support gang and violence prevention programs.¹ The San Pablo Police Department Measure Q expenditures are listed in Table 5 below, and a more detailed description of the programs are on the following pages. All information was provided by the San Pablo Police Department and the *Independent Accountant's Report on Applying Agreed Upon Procedures for Measure Q Collection*.

TABLE 2. SUMMARY OF POLICE DEPARTMENT SERVICES THAT RECEIVE MEASURE Q FUNDING

| Expenditures | Amounts |
|-----------------------------------------------------------|------------------|
| Payroll (salary and benefits by employee position) | |
| Special Investigation Unit (SIU) Police Officer | \$254,360 |
| Juvenile Education & Welfare Liaison (JEWL) Officer | \$53,862 |
| Police Cadet | \$6,070 |
| Total Measure Q Expenditures Police Department | \$314,292 |

Source: FY 2021-2022 Measure Q expenditure report provided by City of San Pablo, Independent Accountant's Report on Applying Agreed Upon Procedures for Measure Q Collection, Management and Expenditures for the Year Ended June 30, 2022.

¹ Because of a desire to support local school and community policing, the Police Department maintained staffing at levels beyond that which was budgeted, including a JEWL Officer and an SIU Police Officer.

Payroll Expenses

Special Investigations Unit (SIU)

The San Pablo Police Department Special Investigations Unit (SIU) investigates crimes related to gangs, narcotics, and human trafficking primarily in the city of San Pablo; however, they frequently collaborate with neighboring agencies to support a regional effort to combat criminal activity. Measure Q funded one police officer in the unit for FY 2021-2022.

The SIU reduced gang related crimes through targeted enforcement of gang members and by teaching youth about gang awareness and prevention. The SIU worked and assisted in violent cases involving gang members from San Pablo and throughout the Bay Area. As a result, over 20 subjects were arrested for crimes such as homicide, attempted homicide, robbery, firearms, narcotics, and sexual assaults. The SIU authored 10 search warrants, serviced approximately 20 search and arrest warrants, and seized 5 firearms. In addition, the SIU Officer taught gang awareness and prevention classes to the adults participating in the San Pablo Police Departments Citizen's Academy.

The SIU Officer worked with the regional Safe Streets Task Force operated by the Contra Costa County District Attorney's Office in conjunction with the Federal Bureau of Investigations (FBI). The Task Force was comprised of officers from numerous agencies in the county, as well as the District Attorney's Office, FBI, Contra Costa County Probation, and California Department of Corrections and Rehabilitation. The Task Force investigated gang members committing violent crimes in the county and surrounding area. The SIU Officer assigned to the Task Force authored and/or assisted in the service of 130 search warrants with seizures of 51 firearms, multiple pounds of ammunition, three pounds of fentanyl, and an asset forfeiture of approximately \$68,713.

Juvenile Education & Welfare Liaison (JEWL)

In 2020, the San Pablo Police Department implemented the Juvenile Education Welfare Liaison (JEWL) program as an augmentation to the previous School Resource Officer (SRO) Program, which was discontinued, after policy changes by the West Contra Costa County Unified School District. JEWL Officers act as a visible resource working with Community Services Staff from within the San Pablo Community Center to prioritize safety, education, principles of restorative justice, and mentorship. They work in tandem with existing local youth activities leagues to establish new relationships to develop youth and participate in events that promote health and welfare



for the youth in the community. The primary goal for this collaborative effort is to reduce juvenile crime and improve the lives of youth by providing positive outlets for expression, learning, and character development.

Measure Q funded one JEWL Officer position assigned to the SIU. The JEWL Officer taught 144 classes, conducted workshop exercises with students and their families, and participated in more than 300 mediation meetings with parents and students. The JEWL Officer authored 30 police reports based on referral from Children and Family Services.

The JEWL Officer worked with school faculty to identify vulnerable youth in need of positive support and reinforcement. Subsequently, the JEWL Officer mentored 14-students in developing sustained academic, creative, and athletic achievements. The JEWL Officer also worked closely with the Tobacco Unit to raise awareness and to prevent the use of tobacco by the youth in the schools by participating in 145 lessons for more than 300 students.

The JEWL Officer provided the Gang Resistance Education and Training (G.R.E.A.T.) Program to more than 390 6th grade students in the City of San Pablo, including St. Paul's Private School. The program consisted of 13 weeks of life lessons. The GREAT Program is a nationwide, evidence-based program which helps build relationships between youth and law enforcement, while educating youth regarding the dangers of gangs, drugs, and violence and importance of self-awareness. The program teaches life skills such as organization, goal setting and anger management. National Gang Center, Federal Law Enforcement Training Centers and the Office of Juvenile Justice and Delinquency Prevention endorse the program. Due to COVID-19, students were not able to conduct community projects or attend an awards dinner. However, JEWL Officers were able to deliver the two-week Summer GREAT Program with 20 students. The program included fun-filled field trips and classroom instruction. The program culminated in a three-day overnight camping trip to Henry Cowell State Park where students had an opportunity to join SPPD Staff in activities such as swimming, games, and confidence-building.

Police Cadet

Measure Q funded one of four Cadet positions. The Cadet program provides San Pablo youth the opportunity to learn the position of a Police Officer in an apprenticeship atmosphere. The Measure Q-funded Cadet was assigned to Code Enforcement to assist with community priorities, including vehicle abatement, parking enforcement, and illegal dumping. One of the requirements of the program was that youth must be enrolled in college.



Community Services

The Community Services Department provides life enjoyment and community strengthening services to promote and enhance the quality of life for San Pablo residents. The Department received a 2021-22 Measure Q budget allocation of \$392,016 to support youth services. Actual expenditures exceeded the budget allocation due to City Council approval to grow the San Pablo Beacon Community Schools Initiative work. The difference in funding was covered by the City's General Fund.

Measure Q funding was used to support the San Pablo Beacon Community Schools Initiative. This initiative supported the City Council's 2011 resolution to transform all schools in the City into full-service community schools. A community school focuses on the needs of the whole child – physical, emotional, social, and academic – to create the conditions necessary for all children to learn and be successful. In 2021-22, Measure Q funded grants to community-based organizations to provide programming at school sites.

The Community Services Department expenditures are listed in Table 3 below and a more detailed description of the programs are on the following pages. All information was provided by the FY 2021-2022 Measure Q expenditure report provided by the City of San Pablo and the *2021-22 San Pablo Beacon Community Schools Initiative Citywide Summary* prepared by Public Profit.

TABLE 3. SUMMARY OF COMMUNITY SERVICES PROGRAMS THAT RECEIVED MEASURE Q FUNDING

| Expenditures | Amounts |
|--------------------------------------------------------------|------------------|
| San Pablo Beacon Community School Initiative Grantees | |
| Bay Area Community Resources | \$135,000 |
| Catholic Charities of the East Bay | \$10,500 |
| Familias Unidas | \$4,500 |
| Payroll (salary and benefits by employee position) | |
| Community Services Manager | \$171,447 |
| Community Services Coordinator II | \$129,083 |
| Community Services Coordinator II | \$91,486 |
| Total Measure Q Expenditures Community Services | \$542,016 |

Source: FY 2021-2022 Measure Q expenditure report provided by City of San Pablo.

San Pablo Beacon Community School Initiative Grantees



In 2021-22, Measure Q funding was allocated to three San Pablo Beacon Community School Initiative (SPBCSI) grantees. Since services for youth likely also benefit their families and households, we estimated that the reach of the SPBCSI goes beyond the young people enrolled in the schools. We estimated that the SPBCSI indirectly benefited approximately 14,010 San Pablo community members.²

The 2021-22 school year was heavily shaped by the pandemic and return to school after distance learning. The biggest focus for all schools was ensuring that students had a restorative start back in school, access to mental health services, and connections to the various resources and supplies they needed. Beacon Directors, school staff, and community partners responded to the crisis effectively and efficiently because of the relationships and systems they had developed prior to the pandemic as part of the community school model.

Bay Area Community Resources

Measure Q contributed funding to Bay Area Community Resources (BACR) to provide Community School Coordinators, known as Beacon Directors, to all six San Pablo schools. Beacon Directors were responsible for coordinating services to ensure that all 4,208 youth received equitable support for their well-being and intellectual, social, emotional, and physical health. In the 2021-22 school year, 353 students were referred for health and wellness services. Measure Q also contributed funding to BACR to provide case management services to students and their families at Dover and Bayview Elementary Schools.

Number of Youth
Served:
4,208

² We calculated 15,700 by multiplying the number of households in San Pablo with individuals under the age of 18 (4,099 households) by the average family size in San Pablo (3.83 individuals per family). Source: U.S. Census Bureau, 2010 Census via American Fact Finder <https://factfinder.census.gov>.

Catholic Charities of the East Bay

Catholic Charities of the East Bay (CCEB) supported student and family engagement at Richmond High School throughout the school year. This included targeted outreach to students individually along with their families. CCEB also conducted regular wellness activities, including wellness circles in homerooms and weekly Friday circles.

Number of Youth Served:
22

Familias Unidas

Familias Unidas counselors provided bilingual (Spanish)/bicultural individual counseling, family counseling, case management services, and crisis intervention to students at Richmond High School.

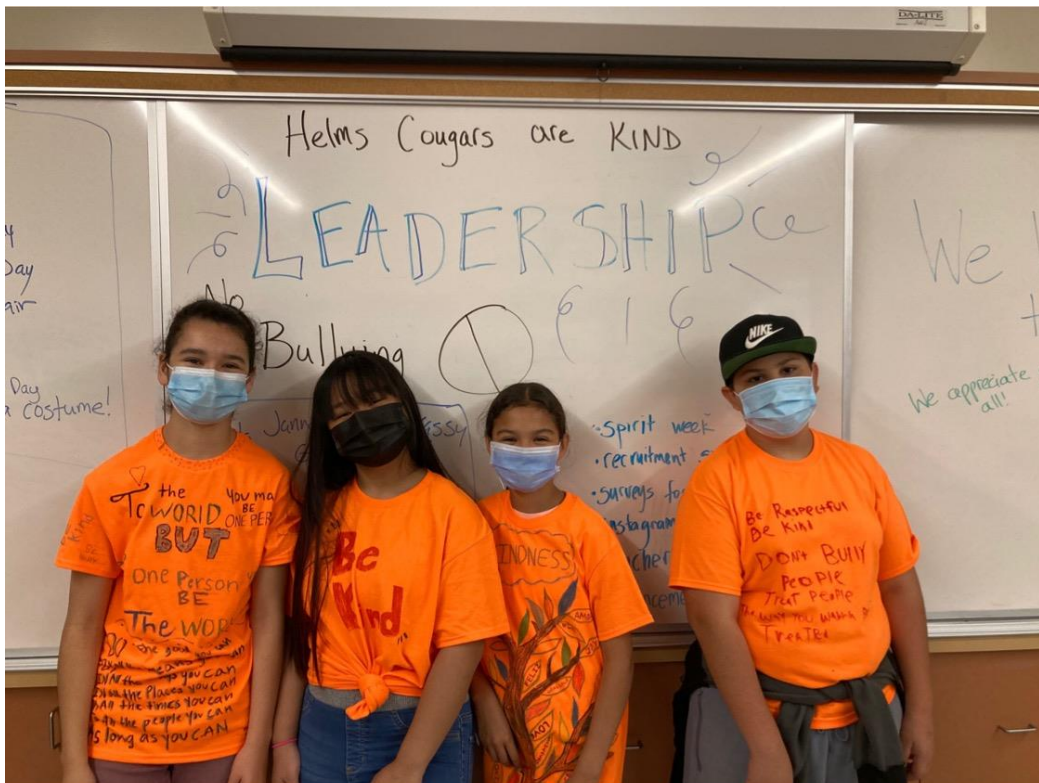
Number of Youth Served:
17

Payroll Expenses

Measure Q contributed funding for three positions that supported the work of the Community Services Department. These positions included one Community Services Manager and two Community Services Coordinators.

Childhood Obesity Prevention Grant

The Childhood Obesity Prevention Grant Program was suspended by City Council authority on April 20, 2020, due to the Coronavirus (COVID-19) Pandemic. The grant cycles remained inactive for a period of two fiscal years (FY 2020-2021 and FY 2021-2022). The grant program will resume in the fiscal year of 2022-2023.



San Pablo Economic Development Corporation

As fiscal year 2021-22 kicked off in July 2021, San Pablo Economic Development Corporation (San Pablo EDC) found that those it served were still very much being impacted by the pandemic and struggling to pivot effectively, delaying recovery. The \$187,500 Measure Q allocation was prioritized for staff and services to help retain local jobs and provide essential supports to residents and businesses alike.

Measure Q funding makes a tangible difference in residents' lives by putting them to work in skilled careers locally, which in turn, benefits local businesses. The funding also helps San Pablo entrepreneurs start and grow their businesses and helps established businesses get what they need to stabilize and create jobs. In FY 2021-2022, this funding joined other grant funding to go beyond previous years and focus on community and business needs in a pandemic economy, as well as retain staff who provide Measure Q-funded services, but who are not typically funded by Measure Q, to ensure these critical services could continue. Given the sheer number of residents displaced from their jobs, San Pablo EDC secured a \$175,000 National Dislocated Worker grant, and evolved its Build Back Stronger (BBS) program with an additional \$75,000 grant collaboration.

Equitable access to services remained the focus as more training and services came back online. Investments must lower barriers and increase opportunity, especially for the most disenfranchised. Training accessibility and flexibility are key, not only for workforce development but for businesses struggling to hire. San Pablo EDC continued consideration of training and careers that allowed for family-wage hybrid or remote work jobs as well as those with lower COVID-19 exposure, such as Class A commercial drivers, which remain in high demand.

Job training partners are selected based on several factors, most notably the partner's ability to:

- Provide certified and/or trade-recognized training in areas of the economy that are stable or growing and for which there are ample jobs locally available,³
- Demonstrate success with priority populations (e.g., low-income, veterans, justice system-involved),
- Illustrate consistent, positive outcomes in terms of graduation and employment rates,
- Provide meaningful career progression,
- Provide opportunities for entrepreneurship,
- Provide accessibility to justice system-involved and those with low educational attainment; and
- Deliver instruction in virtual and hybrid models.

For the City of San Pablo, San Pablo EDC serves a workforce population that is 64% extremely low income (ELI), 20% very low-to-moderate income (VLMI) and/or Housing Insecure, 14% low-to-moderate income (LMI), and 2% high income. Less than 5% of San Pablo clients are justice-involved.

³ Within the Workforce Innovation & Opportunity Act (WIOA), this is noted as a “measurable skills gain” and enables San Pablo EDC to receive matched funding applied directly to the training costs for the resident.

TABLE 4. SUMMARY OF SAN PABLO EDC MEASURE Q EXPENDITURES

| Expenditures | Amounts |
|---------------------------------------------------|------------------|
| Awards & Grants | |
| Contra Costa College Culinary Arts Scholarship | \$2,500 |
| Contract Services | |
| Public Relations/Website/Photo | \$19,250 |
| Job Training & Support | \$17,890 |
| Fundraising/Grant writing | \$5,956 |
| Accounting & Auditing | \$3,500 |
| Other | \$711 |
| Operations | |
| Printing/Postage/Ad Share for Newsletter | \$22,425 |
| Program Cost and Marketing | \$1,239 |
| Payroll Expenses | |
| Staff Payroll | \$51,600 |
| Benefits | \$5,314 |
| Payroll Taxes | \$4,071 |
| Workers Compensation Insurance | \$500 |
| Total Measure Q Expenditures San Pablo EDC | \$134,956 |

Source: FY 2021-2022 Measure Q expenditure report provided by San Pablo EDC.

For FY 2021-2022, San Pablo EDC received a Measure Q allocation of \$187,500 and had a carry-in from FY 2020-2021 that made an additional \$19,805 available, if needed. The National Dislocated Worker Grant was a positive surprise and allowed San Pablo EDC to economize Measure Q funding for FY 2022-2023 when the grant would no longer support residents. The EDC successfully leveraged Measure Q for multiple grants and utilized federal funding for staffing, employment support and job training, which multiplied Measure Q’s impact and expanded supports to residents and businesses. In total, San Pablo EDC spent \$134,956, thanks to grants. In any year where the full Measure Q budget is not spent, the surplus is applied to the next fiscal year, allowing San Pablo EDC to sustain training programs, employment services, and additional support for San Pablo businesses. At the conclusion of FY 2021-2022, \$52,544 was added to the FY 2022-2023 Measure Q fund balance.

For the fourth consecutive year, San Pablo EDC expanded its Contra Costa Workforce Collaborative (CCWC) participation, a multi-agency consortium working across the county to provide America’s Jobs & Career Centers (AJCC or East Bay Works) services. Its partnership with Lao Family Community Development (LFCD) to bring dedicated employment services to justice system-involved residents, notably those experiencing housing insecurity, also continued.

While most staff positions are dedicated to Measure Q-funded programs, San Pablo EDC minimized allocation of staff positions to preserve as much funding as possible for training, business support and employment support services, as well as increased visibility and access to programs. In FY 2021-2022,

Measure Q payroll expenses increased; however, San Pablo EDC was able to allocate those costs to grants to preserve the Measure Q fund balance. Also, critical support services, such as emergency cash supports and food security were able to continue thanks to Measure Q supplanting some staff costs, while San Pablo EDC brought in federal and private funding to help support residents.

Contract Services

Contract Services accounted for 35.1% of FY 2021-2022 costs, which included job training, readiness programs, and bilingual public relations and social media services from Voler Strategic Advisors (Voler SA). This is a 9% increase year-over-year. All training providers increased costs. For example, a Class A commercial license increased from \$4,000 to \$7,500.

Job training and readiness programs are vital services to residents, many of whom have never had the benefit of certified training, soft skills development, network-building, financial education, or other key elements to become employed in a better-quality job. Voler SA helped San Pablo EDC complete video projects in Spanish and English, enabling San Pablo EDC to secure funding, feature San Pablo businesses, and get the word out to residents and businesses that EDC was open for business and able to serve.



Job Training and Readiness Programs

Contra Costa College & Early Learning Center

In partnership with Contra Costa College (CCC), San Pablo EDC provided funding for 50% of books, supplies, and tuition to San Pablo residents in specific degrees and career technical education (CTE) programs, such as automotive services, nursing, emergency medical technicians, and criminal justice. This funding was combined with federal Workforce Innovation and Opportunity Act (WIOA) programs, as well as other grants, to cover up to 100% of costs, which included support services. The College's Early Learning Center (ELC) reopened late in the fiscal year at 40% to 80% increased cost. This was a nationwide trend, as childcare centers struggled to hire back employees and cover cleaning costs, including supplies, which have skyrocketed. Typically, 10 to 12 San Pablo families per year receive subsidized full-time childcare at ELC, located at a public transportation hub, but in FY 2021-2022, just one family enrolled a child at ELC.

Number of Residents Served:
9

Hazardous Waste Operations and Emergency Response Training (HazWOPER40)

While San Pablo EDC partner Northern California Teamsters Apprentice Training (NCTAT) suspended all 40-hour certified Hazardous Waste Operations and Emergency Response training and refresher courses in FY 2021-2022, they used their own enrollment system, so we cannot report numbers from them. NCTAT offered virtual courses for HazWOPER and Occupational Safety & Health Administration (OSHA) certifications and continued their virtual COVID-19 Awareness and Safety course, which San Pablo EDC offered to its business and workforce participants. San Pablo residents, businesses, and City of San Pablo employees typically received training free of charge through NCTAT, which made them eligible for refinery, building trade, and public works positions.

Commercial A and B (School Bus/Passenger Endorsement) Driver's License



Michael's Transportation Services (MTS) trained residents for commercial Class A, Class B, and School Bus driver's licenses. They are a top-rated company with more than 80 contracted employers. San Pablo EDC partners with other training providers to train San Pablo residents, notably Spanish-speaking providers, but utilized WIOA, not Measure Q, to pay for training. Two additional residents were trained through those providers. Training frequency improved in the second half of FY 2021-2022; however, at nearly twice the cost. Starting wages range from \$26 to \$35 hourly and positions are fully benefitted.

Number of Residents Served:
3

Barbering/Cosmetology

Moler Barber College offered barber training, including 1,500 hours of theory and practical application. Crossover training was also available to cosmetologists who want to earn a barbering license. Students were provided with tools, resources, and the practical time necessary to apply for the California State license examination. Moler Barber College ensured that students had a model and date for the licensing exam. While the first-time pass-rate is high (90%), Moler Barber College continued to work with those who did not pass until they successfully obtained their license. A number of previous graduates have opened shop in San Pablo or the surrounding area, such as The Barber Lounge on 23rd Street, and have employed other Moler Barber College graduates. Moler Barber College struggled with multiple brief closures, like many high-contact businesses.

Number of Residents Served:
2



Construction/Carpentry Pre-Apprenticeship/Building Trades

In FY 2021-2022, there were no in-person cohorts offered by partners, although San Pablo EDC promoted the Career in the Building Trades Days and Women in the Trades virtual events that the Workforce Development Board of Contra Costa County and Rising Sun Energy Center made

possible. These entities, plus multiple Adult Education partners, worked with the trades to offer construction, carpentry and electrical programs that served San Pablo residents with wrap-around services designed to help improve job readiness and better prepare them for pre-apprenticeship programs. Eligible residents were enrolled in the Workforce Innovation and Opportunity Act (WIOA) program, so that they could receive the best employment support services possible. Graduates were pre-approved to enter into the trades' apprenticeship track, often receiving prevailing-wage careers with benefits. While San Pablo EDC promoted accessible, pre-apprenticeship trainings in building trades, there was no agreement governing enrollment nor Measure Q funding, as other funds were leveraged. As demographic data was not gathered in virtual events, there was no reportable San Pablo resident data.

Other Progressive-wage Careers

In FY 2021-2022, despite the continuing pandemic disruptions, workforce demand surged. San Pablo EDC continued to manage its WIOA caseload of 65 of which 17 were San Pablo residents. Training emphasis shifted to healthcare, transportation, and Information Computer Technology (ICT) careers. On-the-Job training or OJTs also picked up pace with several local businesses assisting with the hiring of new employees in which they invested training; and San Pablo EDC leveraged grant and WIOA funding to help subsidize a competitive wage. Small businesses were hurt the most post-pandemic, and with a strained labor market, they needed support to compete for workers.

Number of Residents Served: 17

Other Job Readiness Support

San Pablo EDC ran a wealth of programs to support working families. As the pandemic continued to deeply impact San Pablo, the EDC pursued additional resources to connect families with vital supports, such as emergency cash, food security, and referrals to housing security programs. Staff also helped bridge the digital divide, scanning and creating PDFs of documents for workforce participants, so that they could apply online for services and jobs.

Number of Residents Served: 100+

The following employment support and job readiness services were also offered to San Pablo residents:

- **WIOA Orientation** – this weekly 20-minute orientation walked participants through how this federal funding works, the steps to enroll, documentation required, and the most likely timeline. San Pablo EDC also made the orientation available on-demand in English and Spanish.
- **Connect to Opportunity** – this one-hour weekly interactive workshop built the networks, confidence, and interview skills of San Pablo residents. A network of professionals was brought in once a month to provide insights and answer questions about the current job industry and participate in mock interviews. San Pablo EDC staff were committed to mock interviews, which has proven to be an essential service to clients who speak English as a second language.

- **Emergency Cash Supports** – several funding sources were secured to allow for residents dislocated and/or disproportionately impacted by the pandemic to secure multiple rounds of funding ranging from \$250 to \$800 each time.
 - **Financial Literacy Workshops** – led by San Pablo EDC financial education partner, Travis Credit Union (TCU), these workshops were delivered online and via phone in English and Spanish and provided essential tips to help clients better handle their finances as they grew in their careers. They were also available on demand.
 - **Food Security** – to help with stability and allow participants to reserve their limited budgets for essentials like shelter and healthcare, San Pablo EDC worked with ten food-based businesses to secure 200 gift cards.
 - **Hiring & Career Fairs** – San Pablo EDC hosted nine virtual hiring fairs and promoted multiple careers during its trades days with its partner, Rising Sun Center for Opportunity, as well as multiple other hiring fairs with Contra Costa partners.
 - **Health & Housing** – San Pablo EDC published a monthly newsletter online for health and housing resources.
 - **First-time Homebuyer Grant & Loan Programs** – San Pablo EDC continued to deliver online and via phone education sessions and offered preparedness support for first-time homeowners seeking guidance on the process and review of qualifications.
- San Pablo EDC staff:
- Fielded 148 captured inquiries of which 43 were San Pablo residents and
 - Partnered with Bank of the West real estate and insurance professionals to host 10 first-time homebuyer education webinars, making all available on-demand (English and Spanish).



Payroll Expenses

In FY 2021-2022, San Pablo EDC spent 46% of its Measure Q funding on staff, representing just 9% of actual staff costs. San Pablo EDC successfully secured grants and contracts to help supplement Measure Q funds, maintaining its team of seven full-time staff and one part-time staff positions – all San Pablo EDC staff delivered Measure Q programs and services. As employment and basic support services were desperately needed by a community looking for housing security, rental assistance, food security, vaccine clinics, and testing sites, San Pablo EDC needed to invest far more in staff to provide these additional services. Businesses needed help seeking COVID relief through grants, loans, free technical assistance, and COVID-19 safety and spread prevention resources. Staff also worked to bring mobile clinics to job trainer and business sites upon request, as well as to host a webinar with an epidemiologist primary care physician working for a local nonprofit to provide information and answer questions.

Business Services

Local small businesses are essential to the San Pablo community. In FY 2021-2022, San Pablo EDC continued its robust technical assistance, marketing, capital readiness, and HR concierge services. San Pablo EDC assisted businesses in the challenging task of getting capital ready that is ready to apply for grants and loans. Many businesses faced technological and preparedness challenges, while others were ready to make the leap to an online presence and simply needed a reliable, language-relevant vendor to work with. Of the 174 recorded services to San Pablo businesses, there were 25 highly engaged businesses receiving multiple services.



To update priority needs with businesses and understand their perspective on various policy trends, San Pablo EDC conducted two surveys. Businesses were contacted via email, in person, USPS mail, social media, and text. Business input was analyzed and provided in a report with all data reported in the aggregate to protect anonymity. It provided valuable insight that helped the EDC shape programs that businesses wanted to see in ways businesses felt would be most accessible.

Following the Back-to-Business (B2B) and California Relief Grant (CRG) grant programs where over 160 businesses in total were helped, San Pablo EDC partnered with Chabot-Las Positas to promote their \$2,500 mini-grant for nano-businesses.



San Pablo EDC continued to provide a broad spectrum of training, education, and technical assistance (TA) to San Pablo entrepreneurs and business owners, utilizing excellent partners to help multiply the resources available to San Pablo’s predominantly small, women- and/or minority-owned businesses. In FY 2021-2022, San Pablo EDC staff supported 106 San Pablo businesses, nearly twice its usual capacity.

The pandemic ushered in a greater need for San Pablo businesses to market online and well outside the borders of the City. To meet these needs, San Pablo EDC staff provided ad share marketing and broadened its distribution list; increased access to technical assistance and online service providers; and expanded the options for San Pablo Restaurant Week campaign, a semi-annual effort to attract people within and outside of the City to discover San Pablo.

One critical service that was delivered via phone and video conference in collaboration with San Pablo Police Department (SPPD) and businesses was Business Watch. In a time where blight and safety issues were escalating, Measure Q helped to fund staff who conducted outreach, engaged businesses, and provided translation services to ensure all could participate. Measure Q also helped provide vital food handling health certifications in Spanish to 30 restaurant employees for five San Pablo restaurants.

By the numbers:

- 13 business education and resource webinars (English and Spanish)
 - 6 business webinars with the Small Business Association (SBA), including business tax basics,
 - 4 financial literacy webinars with Travis Credit Union,
 - 1 American with Disabilities Act (ADA) business education webinar with a Certified Access Specialist (CAsp) inspector and ADA lawyer,
 - 1 fraud prevention webinar with SPPD,
 - 1 business marketing opportunities
- 8 Business Watch meetings
- 6 "Where’s Pablo" business promotions



Business Operations Expenses

The remaining 17.5% was spent on general operations, such as software and equipment needed by Measure Q service-providing staff; printing and mail distribution of the bilingual (Spanish/English)

El Portal Newsletter; subscriptions necessary to meet business needs and reach more people virtually; subsidized ad share direct mail for local businesses; and audit costs.

Partnership & Additional Assets

Measure Q does much more than fund critical services for San Pablo EDC to submit competitive grant proposals and be a high-performing partner, since Measure Q dollars can be used to match other training funds. Grants from Kaiser Permanente Community Benefit and the Dean & Margaret Lesher Foundation would not be possible without Measure Q funding. Grants were also extended through partnerships with Rubicon Programs for Workforce Innovation and Opportunity Act programs (part of the Contra Costa Workforce Collaborative) and AB 109 Housing & Employment with Lao Family Community Development. These partnerships benefit San Pablo residents to obtain employment and stay gainfully employed. This means that for some San Pablo residents, instead of just \$5,000 of a high cost program being covered, EDC found a way to scaffold federal dollars and grant dollars to match, as well as provide emergency cash support for gas, tolls, childcare and other costs. Measure Q made these life-changing services possible and advanced equity initiatives that seek to make the tailored investments needed to engage and make successful those EDC serves.

SAN PABLO EDC
putting people to work

Click on any event or image for quick access to linked web-pages.

2022 ANNUAL CALENDAR OF EVENTS

FIRST-TIME HOME BUYER WEBINAR SERIES

| | |
|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| 25 JAN 2022 TUE 5:00 - 6:00 PM HOME PURCHASE | 26 JUL 2022 TUE 5:00 - 6:00 PM HOME EQUITY EXPLAINED |
| 29 MAR 2022 TUE 5:00 - 6:00 PM BANKING BASICS | 27 SEP 2022 TUE 5:00 - 6:00 PM CONSUMER LOAN PROGRAMS EXPLAINED |
| 24 MAY 2022 TUE 5:00 - 6:00 PM MONEY MANAGEMENT: PLANNING AND BUDGETING | 15 NOV 2022 TUE 5:00 - 6:00 PM HOME PURCHASE |

www.sanpabloedc.org | info@sanpabloedc.org | 510-215-3200
1000 Gateway Avenue, First Floor, San Pablo, CA 94806



Escuchará a los profesionales de seguros, bienes raíces y préstamos, así como al personal del programa para compradores de vivienda por primera vez.

Jueves, 25 de febrero de 2021 • 18:00 – 18:45

Los temas del taller incluyen:

- Beneficios de ser propietario de una casa
- Establecer un buen crédito
- Decidir cuánto puede pagar
- Roles de los profesionales en el proceso de compra de vivienda
- Pago inicial, costos de cierre y requisitos de seguro hipotecario
- Solicitar un préstamo hipotecario
- Asegurar su nuevo hogar
- Recursos adicionales para compradores de vivienda de ingresos bajos y moderados

MVRod
TEAM



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CONTÁCTENOS
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City of New Directions