



MEASURE S

2023-2024 Annual Report



About this Report

This report is presented to the Measure S Citizens' Oversight Committee along with a report entitled "Independent Accountant's Report on Applying Agreed Upon Procedures for City of San Pablo Measure S, (formerly known as Measure Q) Collection, Management and Expenditures for the Year Ended June 30, 2024."

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The San Pablo Measure S Report includes content from the "2023-24 San Pablo Beacon Community Schools Initiative Citywide Summary" prepared by:

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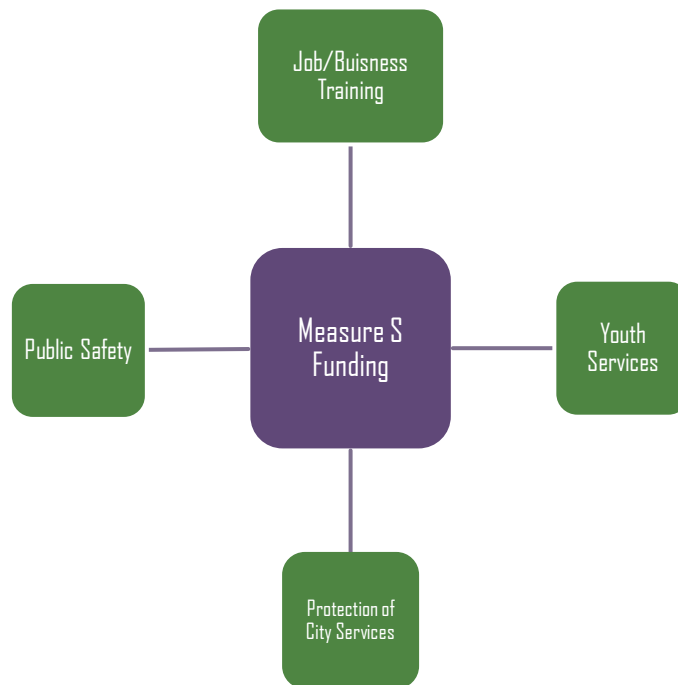
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About Measure S

Measure Q (now Measure S) 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 (now Measure S) 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 S FUNDING PROVIDES MULTIPLE SERVICES TO SAN PABLO RESIDENTS



The sales tax ordinance requires that throughout the duration of the tax there is 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 S, 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 S-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 2023-24 Measure S budget at \$2,068,144. The actual revenues totaled \$2,041,148 and the actual expenditures totaled \$1,637,045 (Figure 2). The City was able to support Measure S-related activities at a level beyond the funded amount as detailed below in Table 1 and Figure 3.

FIGURE 2. MEASURE S, FISCAL YEAR 2023-24 (JULY 1ST, 2023 TO JUNE 30TH, 2024)

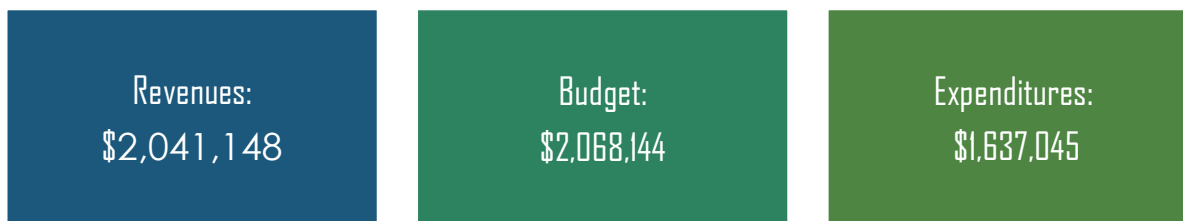


TABLE 1. SUMMARY OF MEASURE S EXPENDITURES BY TYPE AND PURPOSE

Expenditures	Amounts	Totals
Police Department		
Payroll (salary and benefits by employee position)		
Police Officer	\$223,323	
Police Sergeant	\$332,339	
Total Measure S Expenditures Police Department		\$555,662
Community Services		
Payroll (salary and benefits by employee position)		
Community Services Manager	\$192,355	
Community Services Coordinator II	\$66,778	
Community Services Coordinator I	\$94,008	
Program Assistant	\$8,890	
Total Measure S Expenditures Payroll Community Service		\$362,031
Professional Services		
Community School Initiative and Childhood Obesity Grantees and Accounting		
Bay Area Community Resources*	\$174,300	
Fresh Approach	\$75,000	
Desarollo Familiar, Inc.	\$17,000	
Growing Together	\$40,000	
Maze & Associates and MPA	\$1,323	
Total Measure S Expenditures Professional Services		\$307,623

San Pablo Economic Development Corporation Funding (EDC)

Professional Services and Other \$400,000

Total Measure S Expenditures San Pablo EDC \$400,000

Other Expenses

Professional Services (Public Profit) \$11,729

Total Measure S Expenditures Other Expenses \$11,729

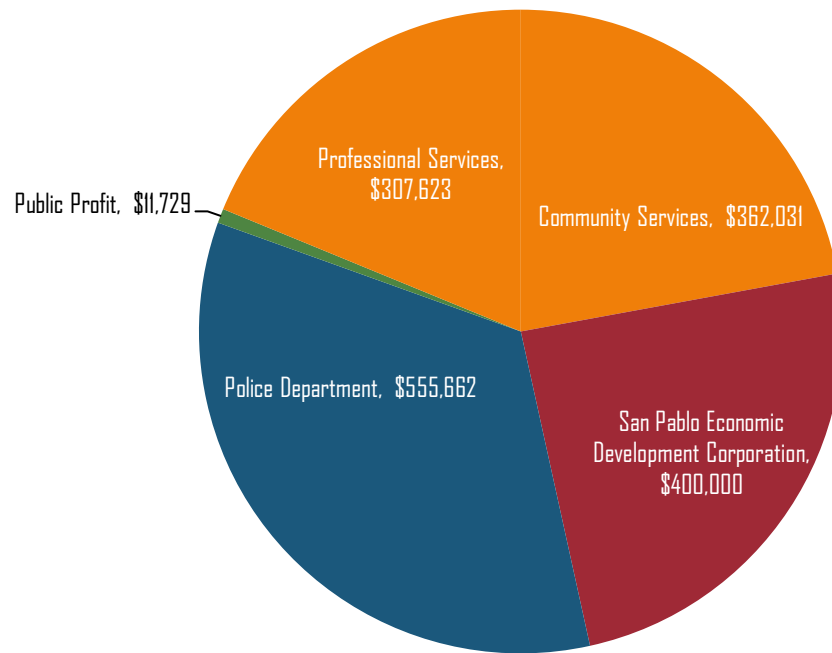
Total Measure S Expenditures \$1,637,045**

Source: FY 23-24 Measure S (formerly known as Measure Q) expenditure report provided by City of San Pablo, Independent Accountant's Report on Applying Agreed Upon Procedures for City of San Pablo Measure S (formerly known as Measure Q) Collection, Management and Expenditures for the Year Ended June 30, 2024. *Bay Area Community Resources was both a community school initiative and childhood obesity grantee and this amount is their combined funding **Values have been rounded to the nearest whole dollar amount.



Maze and Associates Accountancy Corporation assisted the City of San Pablo with accounting and reporting on the collection, management, and expenditure of the Measure S revenue for the period July 1st, 2023 to June 30th, 2024. 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 S funds. This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants.

FIGURE 3. TOTAL MEASURE S EXPENDITURES (\$1,637,045)



Source: FY 23-24 Measure S (formerly known as Measure Q) expenditure report provided by City of San Pablo, Independent Accountant's Report on Applying Agreed Upon Procedures for City of San Pablo Measure S (formerly known as Measure Q) Collection, Management and Expenditures for the Year Ended June 30, 2024. Other expenses included evaluation consulting, which is not specific to any department.



San Pablo Police Department

The San Pablo Police Department (SPPD) received a 2023-2024 Measure S budget allocation to support gang and violence prevention programs. The San Pablo Police Department Measure S expenditures are listed below in Table 2 with a more detailed description of the programs on the following pages. In this report, all information was provided by the San Pablo Police Department and the *Independent Accountant's Report on Applying Agreed Upon Procedures for Measure S Collection*.

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

Expenditures	Amounts	
Payroll (salary and benefits by employee position)	Police Officer (JEWL)	\$223,323
	Police Sergeant (SIU)	\$332,339
	Total Measure S Expenditures Police Department	\$555,662*

Source: FY 23-24 Measure S (formerly known as Measure Q) expenditure report provided by City of San Pablo, Independent Accountant's Report on Applying Agreed Upon Procedures for City of San Pablo Measure S (formerly known as Measure Q) Collection, Management and Expenditures for the Year Ended June 30, 2024. *Values have been rounded to the nearest whole dollar amount.

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. They also frequently collaborate with neighboring agencies to support a regional effort to combat criminal activity. Measure S funded one police officer in the unit for the Fiscal Year 2023-2024.

The SIU reduced gang related crimes through targeted enforcement of gang members and by teaching youth about gang awareness and prevention. The SIU assisted in violent cases involving gang members from San Pablo and throughout the Bay Area. As a result, over 22 individuals were arrested for crimes such as homicide, attempted homicide, robbery, firearms, narcotics, and sexual assault. The SIU authored 12 search warrants, served well over 30 search and arrest warrants, and seized one firearm. In addition, the SIU Officer taught gang awareness and prevention classes to the adults participating in the San Pablo Police Department's Community Academy.

The SIU Officer worked with the regional Safe Streets Task Force (“the 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, 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 assisted in the service of 125 search warrants with seizures of 33 firearms, multiple pounds of ammunition, 56.5 pounds of fentanyl, and an asset forfeiture of approximately \$478,673.



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 with youth and participated 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 S funded one JEWL Officer position assigned to the SIU. The JEWL Officer taught 168 classes, conducted workshop exercises with students and their families, and participated in more than 725 mediation meetings with parents and students. The JEWL Officer authored 67 police reports based on referrals 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 35 students in developing sustained academic, creative, and athletic achievements. The JEWL Officer also worked closely with the Tobacco Unit to raise awareness and help prevent the use of tobacco by school aged youth by participating in 46 lessons for more than 100 students.

The JEWL Officer provided the Gang Resistance Education and Training (G.R.E.A.T.) Program to over 400 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, violence, and importance of self-awareness. The program teaches life skills such as organization, goal setting, and anger management. The National Gang Center, Federal Law Enforcement Training Centers, and the Office of Juvenile Justice and Delinquency Prevention endorse the program. In June, JEWL hosted the GREAT Annual Awards Dinner to recognize 12 students and their families for outstanding achievement in the program. JEWL Officers also facilitated a 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.



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. Actual expenditures exceeded the budget allocation due to City Council approval to maintain the SPBCSI work. The difference in funding was covered by the City's General Fund.

Measure S 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. Community schools focus 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 2023-24, Measure S funded grants to community-based organizations to provide programming at school sites.

The Community Services Department expenditures are listed below in Table 3, with a more detailed description of the programs on the following pages. All information was provided by the Fiscal Year 2023-2024 Measure S expenditure report provided by the City of San Pablo and the *2023-2024 San Pablo Beacon Community Schools Initiative Citywide Summary* prepared by Public Profit.

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

Expenditures	Amounts
San Pablo Beacon Community School Initiative Grantees	
Bay Area Community Resources	\$150,000
Desarollo Familiar, Inc.	\$17,000
Payroll (salary and benefits by employee position)	
Community Services Manager	\$192,355
Community Services Coordinator II	\$66,778
Community Services Coordinator I	\$94,008
Program Assistant	\$8,890
Total Measure S Expenditures Community Services	\$529,031*

Source: FY 23-24 Measure S (formerly known as Measure Q) expenditure report provided by City of San Pablo, Independent Accountant's Report on Applying Agreed Upon Procedures for City of San Pablo Measure S (formerly known as Measure Q) Collection, Management and Expenditures for the Year Ended June 30, 2024. *Values have been rounded to the nearest whole dollar amount.

San Pablo Beacon Community School Initiative Grantees

In 2023-2024, Measure S funding was allocated to two San Pablo Beacon Community School Initiative (SPBCSI) grantees: Bay Area Community Resources and Desarrollo Familiar, Inc. (Familias Unidas). 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 12,802 San Pablo community members.¹



The 2023-2024 school year was full of staff transitions from school administrative staff to Beacon Directors. With these transitions, school staff worked together tirelessly to ensure students had access to mental health services and connections to the various resources and supplies they needed. Beacon Directors, school staff, and community partners responded effectively and efficiently to ensure their community's needs were met through family workshops, youth leadership clubs, and

on-campus community networks.

Bay Area Community Resources

Measure S 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 3,833 youth received equitable support for their well-being and academic, social, emotional, and physical health. In the 2023-24 school year, 161 students were referred for health and wellness services.

Number of Youth
Served:
3,833

Desarollo Familiar, Inc.

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

Number of Youth
Served:
15

Payroll Expenses

Measure S contributed funding for four positions that supported the work of the Community Services Department. These positions included one Community Services Manager, two Community Services Coordinators, and one Program Assistant.

¹ We calculated 12,802 community members by multiplying the number of youths in San Pablo schools (3,833) by the average household size in San Pablo (3.34 individuals per family). Data limitations include: the average household size might be different for families with children; youth may share households with other youth; and youth may live in multiple households. Source: U.S. Census Bureau, 2022 Census via Quick Facts <https://www.census.gov/quickfacts/fact/table/sanpablocitycalifornia>.

Childhood Obesity Prevention Grant Program

In 2023-24, the Childhood Obesity Prevention (COP) Grant Program received Measure S funding to provide programs and services focused on decreasing childhood obesity and increasing the health and wellness of children and families in the City of San Pablo. Funding was allocated to community partners that focused on addressing the following areas:

- Increasing physical activity levels.
- Increasing access to healthy foods and beverages and limiting access to unhealthy foods and beverages.
- Changing messages about nutrition and physical activity, including limiting marketing of junk food to children.
- Improving nutrition and physical activity in schools.
- Providing programs and services with measurable goals and/or outcomes.

Three community partners participated in the 2023-2024 COP Grant Program under Measure S funding. These partners offered health and wellness programs and services that ranged from providing physical activity opportunities for youth to hosting healthy cooking classes for the broader community of San Pablo.

A list of the Childhood Obesity Prevention Grantees and their expenditures are listed in Table 4, along with a more detailed description of the partners on the following pages. All information was provided by the Community Services Department and the *Independent Accountant’s Report on Applying Agreed Upon Procedures for Measure S Collection*.

TABLE 4. SUMMARY OF CHILDHOOD OBESITY PREVENTION MEASURE S EXPENDITURES

Expenditures	Amounts
Childhood Obesity Prevention Grantees	
Fresh Approach	\$75,000
Growing Together	\$40,000
BACR ²	\$24,300
Total Childhood Obesity Prevention Measure S Expenditures	\$115,000

Source: FY 23-24 Measure S (formerly known as Measure Q) expenditure report provided by City of San Pablo, Independent Accountant’s Report on Applying Agreed Upon Procedures for City of San Pablo Measure S (formerly known as Measure Q) Collection, Management and Expenditures for the Year Ended June 30, 2024.

² BACR’s COP funding amount was excluded in the FY 23-24 Measure S (formerly known as Measure Q) expenditure report, but their funding information was provided by the City of San Pablo, Youth, School, and Community Partnerships division.

Childhood Obesity Prevention Grantees

Fresh Approach

Fresh Approach, a returning grantee, continued to implement its two health and wellness programs: 1) VeggieRx nutrition classes and 2) Mobile Farmer's Market. These two programs collectively served 155 youth and 201 adults.

Fresh Approach's VeggieRx nutrition series taught participants about nutrition and how to cook healthier meals for their families. Each participant in the VeggieRx series received VeggieRx Vouchers, which provided about \$10 per household member to use at any farmer's markets each week. These vouchers were a huge help for families because they could purchase healthy food options at the Mobile Farmer's Market. Fresh Approach's food access and education program specialist created relationships with families through the VeggieRx classes and Mobile Farmer's Market to increase participant enrollment and retention.

All of Fresh Approach's programming was impactful and valuable to San Pablo residents and complemented each other. The VeggieRx classes helped community members learn about healthy eating and build a supportive and inspiring community. According to a Fresh Approach survey, the VeggieRx participants overwhelmingly agreed (97%) to continue to shop at the Farmer's Market and 91% of Veggie Rx participants rated their experience as very positive.

Number of
Participants
Served:
356



Growing Together

As a new grantee for 2023-2024, Growing Together implemented hands-on gardening programs and created new gardens at all five San Pablo elementary schools. Growing Together facilitated gardening and cooking enrichment activities to encourage healthy habits amongst the students to promote long term beneficial health impacts. In total, 5,183 participants benefitted from the new gardens and nutritional programming.

Number of
Participants
Served:
5,183



At all five elementary schools, Growing Together staff introduced a six-to-eight-week pilot program which consisted of introductory gardening and cooking classes to classroom teachers. The introductory classes included a specialist instructor who led a hands-on lesson teaching educators on how to plant, harvest, prepare, and eat freshly grown foods with their students. Beyond the pilot program, Growing Together implemented weekly gardening and cooking enrichment activities as part of the school's afterschool programming in either one or both semesters. Each semester included a total of 16 sessions. These programs helped teachers learn a new curriculum and encouraged them to continue gardening programming without Growing Together.

BACR

Bay Area Community Resources (BACR), a returning grantee, received funding to continue and expand upon the health and wellness programs at all five San Pablo elementary schools: Riverside Elementary, Bayview Elementary, Lake Elementary, Dover Elementary, and E.M. Downer Elementary School. Each elementary school received a recess coach who attended for three hours each day for five days a week. According to the BACR community school manager, the Principal and Beacon Director at each site viewed the recess coach as essential to their school and incredibly helpful in embedding health and wellness activities during recess time.



BACR is also funded by the City to provide community school coordination and services at these five schools. BACR staff leveraged existing services, systems, and relationships to integrate the COP grant programs into each community school's larger health and wellness vision. Health and wellness recess coaches served each school with similar offerings, such as developing student leadership groups to facilitate and monitor games with younger students, which allowed BACR staff to pool resources and learn from each site's experiences.

During the 2023-2024, BACR served 6,761 adults and youth participants. BACR conducted a student survey to 458 youth to measure feedback and experience of recess activities. BACR found that 94% of youth agreed that the recess activities helped them get exercise and be more active and 88% of youth agreed their recess coach helped them to solve problems and feel safe at school. Students reported that their recess coach helped them with recess activities and how to play new sports like basketball. Because of the recess coaches' success, most school sites plan to use and augment their Beacon funds to continue having coaches next year.

Number of
Participants
Served:
6,761

San Pablo Economic Development Corporation (San Pablo EDC)

The post-pandemic economy has been one of continual evolution, exacerbating housing issues and escalating training demands, while contractual employment expanded and more accessible jobs continued to shrink (e.g., warehouse, retail, restaurants). While the local economy is well past its recovery phase, it is not expanding living-wage jobs and affordable housing at the rate needed. Combined with the increasing delta between incomes and inflation, San Pablo EDC experienced increased demand of participants experiencing higher-than usual distress.

San Pablo EDC's fiscal year 2023-2024 Measure S allocation \$400,000 was prioritized for services and staff to help upskill or reskill residents for higher paying employment, retain local jobs, expand first-time homebuyer readiness, increase homeownership and provide essential supports businesses.

Measure S funding made a tangible difference in residents' lives by helping them access local skilled careers, which in turn, benefitted local businesses. The funding also enabled San Pablo entrepreneurs to start local businesses and gave established businesses additional support to create jobs.

As with previous years, in Fiscal Year 2023-2024, San Pablo EDC combined Measure S funding with other grant funding to increase resources for San Pablo residents. San Pablo EDC secured (directly and indirectly) about \$200,000 in Workforce Innovation and Opportunity Act (WIOA) funding to provide employment readiness, support, and career training. San Pablo EDC also received another \$75,000 in grant funding from private sources to support its Build Back Stronger (BBS) program, which served disadvantaged businesses and local workforce development. Another \$100,000 was secured to implement an information technology (IT) training program for women and people of color in San Pablo.

Equitable access to services and meaningful economic opportunity remained the focus. Our approach is inclusive and values a participant's agency, i.e., they are the expert on how different barriers might best be addressed and it is our work together to see what might be possible. Investments must lower barriers and increase opportunity, especially for the most disenfranchised. Training accessible and flexibility is key, not only for workforce but for businesses struggling to hire. San Pablo EDC continued consideration of training and careers that allowed for family-wage jobs that offer benefits and the possibility of career progression.

- Certified or trade-recognized training in areas of the economy that are stable or growing;
- Success with priority populations (e.g., low-income, veterans, justice-involved);
- Consistent and positive outcomes in terms of graduation and employment rates;
- Meaningful career progression and opportunities for entrepreneurship;
- Accessibility for residents who are justice system-involved or have limited educational attainment; and
- Equitable schedule and class options, including evenings, weekends, virtual or hybrid, and Spanish instruction.

For the City of San Pablo, San Pablo EDC serves a workforce population that is 50% extremely low income (ELI), 38% very low-income (VLI), 11% low-income (LI), and 2% average median income or higher. About 10% of San Pablo clients are justice-involved and receive services from multiple agencies in order to increase likelihood of successful completion and sustainable outcomes of their programs.

The following table and pages outline San Pablo EDC Measure S expenditures for programs and services.

TABLE 5. SUMMARY OF SAN PABLO EDC MEASURE S EXPENDITURES

Expenditures		Amounts
Awards & Grants		
	Contra Costa College Culinary Arts Scholarship	\$12,500
Business Services		
	Subscriptions	\$5,454
Contract Services		
	Job Training & Support	\$59,409
	Public Relations/Website/Photo	\$25,294
	Fundraising/Grant writing	\$4,000
	Accounting & Auditing	\$3,760
	Other	\$1,572
Operations		
	Printing/Postage for Newsletter	\$22,174
	Program Cost and Marketing	\$7,518
Payroll Expenses		
	Executive Director + Staff Payroll	\$204,548
	Benefits	\$63,927
	Payroll Taxes	\$21,500
	Workers Compensation Insurance	\$585
Total Measure S Expenditures San Pablo EDC		\$432,242

Source: FY 23-24 Measure S expenditure report provided by San Pablo EDC.

For Fiscal Year 2023-2024, San Pablo EDC received a Measure S allocation of \$400,000 and had a carry-in from Fiscal Year 2021-2022 that made an additional \$38,798 available. In total, San Pablo EDC spent \$432,242. In any year when the full Measure S 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 Fiscal Year 2023-2024, \$6,556 remained and was added to the Fiscal Year 2024-2025 Measure S fund balance.

For the sixth 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) brought dedicated job development services to justice-involved residents, notably those experiencing housing insecurity.

While most staff positions were dedicated to Measure S funded programs, San Pablo EDC minimized fund allocation on staff positions to preserve as much funding as possible for training, business support, employment support services, and visibility and access to programs. In Fiscal Year 2023-2024, Measure S payroll expenses increased; however, San Pablo EDC was able to allocate some of those costs to other grant sources and used some of its own operating income to preserve Measure S funding balance. This allowed for critical support services like emergency cash, childcare, test/certification fees, and food security to continue. In addition, San Pablo EDC acquired additional funding to support residents in gaining professional nursing licenses and more.



Contract Services and Grant Awards



Together, Contract Services and Grant Awards accounted for about 26% of Fiscal Year 2023-2024 costs (21.8% and 2.9%, respectively), which included scholarships for San Pablo residents graduating community college to go on to four-year schools, scholarships for culinary students at Contra Costa College, job training and readiness programs, bilingual public relations, and social media services from Voler Strategic Advisors (Voler SA). This is a 4% decrease from the previous fiscal year. Most training providers modestly increased costs, citing rising insurance expense, equipment replacement and the rising cost of labor. San Pablo EDC anticipates that if federal, state, county and private grant opportunities reduce, then there is an increased expense line.

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 opportunities, 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 and boost engagement, notably of younger populations.

Job Training

Direct-to-Employment

San Pablo EDC provided career readiness and direct-to-employment services in addition to certified training and education. The San Pablo EDC team worked with 55 San Pablo residents. Of those, 11 were placed in direct employment (all full-time, living-wage jobs), 31 elected to go into training, and 13 received services and deferred training and job search to a future time.

Number of Residents
Served:
55

Contra Costa College Career Technical Education (CTE) & 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 and support services. The College's Early Learning Center (ELC) increased costs once again and reduced the total number of classes, citing difficulties finding teachers and aides. San Pablo residents received priority at ELC and were co-enrolled in CCC grants specific to childcare. However, in Fiscal Year 2023-2024, eight San Pablo families applied to the ELC and five were accepted due to a substantial waitlist.

Number of Residents
Served:
16

Healthcare Careers

San Pablo EDC worked with several healthcare career training providers, including Contra Costa College, Vasco Career College, and Contra Costa Medical Careers College. Participants who completed the rigorous industry training and passed the national certification exam were placed in externships. Program participants worked 1,000 unpaid hours, which in combination with their national exam certifications, helped them to obtain full-time employment.

Number of Residents
Served:
11

Hazardous Waste Operations and Emergency Response Training (HazWOPER)

San Pablo EDC actively partnered with Northern California Teamsters Apprentice Training (NCTAT) to provide 40-hour certified Hazardous Waste Operations and Emergency Response (HazWOPER) training, HazWOPER refresher training, and Occupational Safety & Health Administration (OSHA) 10 certification. San Pablo residents, businesses, and City of San Pablo employees could also receive training free of charge through NCTAT, which allowed them to be 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), a top-rated company with more than 80 contracted employers, trained residents for commercial Class A, Class B, and School Bus drivers licenses. San Pablo EDC also used grant and WIOA funding to work with Spanish-speaking training centers. Starting wages for positions with these licenses ranged from \$26 to \$35 hourly and included full benefits.

Number of Residents
Served:
3

Professional Services (IT, Human Resources, Finance) Careers under WIOA

Number of Residents
Served: 5

In Fiscal Year 2023-2024, San Pablo EDC expanded programs for enrollment in professional services that covered a wide range of industries, including healthcare, transportation, information computer technology (ICT). These jobs offer progressive wage career options and are



adaptable from one industry to the next. San Pablo EDC continued to manage its WIOA caseload of 66 participants, of which 31 were San Pablo residents, who had also had access to On-the-Job training or OJT.

Construction & Transit Worker Identification Card

In Fiscal Year 2023-2024, the Workforce Team served one resident who completed pre-apprenticeship construction training and sought a transit worker identification card (TWIC), which is required to access refineries and any of the nation's maritime facilities and vessels. Measure S paid for training and vital documentation, such as TWIC, to place residents in highly paid secure employment. TWIC also offered Commercial Class A Driver's License to graduates, which requires a separate DMV hazardous materials endorsement.

Number of Residents
Served: 1

Other Supports

San Pablo EDC ran a wealth of programs to support working families and used multiple media channels, including traditional hard copy outreach at highly foot-trafficked sites. The goal of these programs was to provide residents reimbursement of employment supports, food security resources, hiring fairs, and housing security programs.

Number of Residents
Served: 200+

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

- **WIOA Orientation** – this weekly 20-minute orientation walked participants through how this federal funding works, 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 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 facilitate mock interviews. San Pablo EDC regularly provided mock interviews, which has proven to be an essential service to clients who speak English as a second language.
- **Employment Support Reimbursement** – several funding sources were secured to allow for residents enrolled in San Pablo EDC programs to receive stipends for milestones achieved and reimbursements for training costs.
- **Financial Empowerment** – led by San Pablo EDC financial education partner, Travis Credit Union (TCU) and Chase, these workshops were delivered online and via phone in English and Spanish and provided essentials tips to help clients better handle their finances as they grew in their careers. They were also available on-demand.
- **Food Security** – San Pablo EDC worked with ten food-based businesses to secure 500 gift cards to help with food stability and allow participants to reserve their limited budgets for essentials like shelter and healthcare.
- **Hiring & Career Fairs** – San Pablo EDC hosted seven hiring fairs and participated in five careers days and hiring fairs with its many partners. Each event had a few hundred participants attend and learn about available job opportunities.
- **Monthly Job, Health & Housing eNewsletters** – San Pablo EDC published monthly newsletters online focused on living-wage jobs, health, and housing. The Job Board was also hosted on the San Pablo EDC website and featured 562 positions.
- **First-time Homebuyer Grant & Loan Programs** – San Pablo EDC continued to deliver education sessions and offered preparedness support for first-time homeowners, who sought guidance on the process. The team also expanded the number of programs to which applicants could apply. While 57 people were screened for SPLASH, given the cost of housing versus what an 80% LMI or lower family can afford and debt-to-income ratio limits, just one was funded. Staff:
 - Fielded 83 captured inquiries of which the majority were San Pablo residents or West County residents aspiring to relocate to San Pablo.
 - Funded the first SPLASH loan and two WISH grants.
 - Partnered with Bank of the West (become BNP; now BMO), real estate and insurance professionals to host 10 in first-time homebuyer education webinars, making all available on-demand (English and Spanish).
- **Social Media** – San Pablo EDC team strategized and designed 63 social media posts, videos, and campaigns.

Homeownership Services

San Pablo has one of the lowest rates of homeownership in the county. Over the course of five years, homeownership has shifted from 36% to 40% in San Pablo yet is not comparable from the national average of 63%. Measure S funded staff stretched their skills to work with homebuyer and financial savvy education partners to support residents. These staff also worked with loan and mortgage professionals to support these efforts and help residents navigate the homeownership process.



In Fiscal Year 2023-2024, San Pablo EDC administered the San Pablo Loan Assistance for Sustainable Housing (SPLASH) Shared Appreciation Loan (SAL) program. San Pablo EDC is a long-time partner of Mechanics Bank and was supported with the Workforce Initiative Subsidy for Homeownership (WISH) grant program. Both provided First-time Homebuyer (FTHB) down payment assistance. This partnership allowed EDC to address systemic inequalities by helping working families build generational wealth through homeownership. Additionally, 10 educational webinars and events were offered with six collaborative programs.

In Fiscal Year 2023-2024, San Pablo EDC fielded 292 inquiries, 110 of which were for WISH and SPLASH. Residents who completed their readiness, only five were income qualified, and two entered a contract to purchase a home. The Housing Successor Agency (HAS) had rules that only 20% of the annual budget may be lent to families at 80% or less of AMI, which means the maximum number of loans would be two (2) at this income qualification. For VLI applicants, only 50% of the funding is reserved; however, homeownership remains a significant challenge for those families given the debt-to-service coverage ratio (DSCR) or debt-to-income (DTI) is usually outside of program guidelines. San Pablo EDC hopes to stack multiple grant and micro-loan programs to help overcome the DTI barrier.

No Measure S funding is used for operating expenses under Homeownership Services; only staff cost.

Small Business Supports and Grant Support

Diverse small businesses are essential to the San Pablo community and provide equitable opportunities for many San Pablo residents. In Fiscal Year 2023-2024, San Pablo EDC continued its robust technical assistance, marketing, capital readiness, and human resources concierge services, providing 19 webinars, events, and daily outreach. San Pablo EDC conducted outreach to 781 individual business contacts and 309 San Pablo businesses. They also provided 462 services to 95 businesses, 69 of which were located in San Pablo. Nearly 80% of San Pablo business that worked with San Pablo EDC were BIPOC-owned and over 34% were women-owned.



In Fiscal Year 2023-2024, San Pablo EDC continued the Back-to-Business (B2B) grant program and expanded the Mini-Business Improvement Grant (Mini-BIGs) program, using American Rescue Plan Act (ARPA) funding to help businesses stabilize and thrive. In total, 24 B2B grants and 13 Mini-BIGs were funded with all businesses needing additional technical assistance to complete the applications, file taxes, and more. Mini-BIGs expansion incorporated matched funding for small businesses to pay for certified access specialist (CASp) inspections and Americans with Disabilities Act (ADA) improvements. San Pablo EDC also hosted an ADA workshop with a bilingual Spanish/English CASp. Finally, San Pablo EDC collaborated with San Pablo Police Department (SPPD) to continue the Business Watch, Fraud Prevention, and Where's Pablo programs.

Business Expenses and Operations

The remaining 8% of the Measure S budget was spent on general operations, such as software and equipment needed for printing and mail distribution, subscriptions for meeting businesses need and reaching people virtually, and subsidized advertisement for local businesses.

Marketing remained important for most San Pablo businesses that did not have the resources to strategize disposable income capture, boost brand impressions, and graphic design collateral.

Below are San Pablo EDC marketing by the numbers:

- 5 full-color ad shares distributed to 31,000 households and businesses;
- 20 San Pablo-specific e-blast business promotions;
- 35 businesses received professional photography services for marketing use, which were also featured on San Pablo EDC's website; and
- 81 social media posts specific to San Pablo businesses, including videos, as part of San Pablo EDC campaigns, National Months/Weeks/Days, and local promotions.

Payroll Expenses

In Fiscal Year 2023-2024, San Pablo EDC spent 67% of its Measure S funding on staff, representing 31% of actual staff costs. San Pablo EDC successfully secured grants and contracts to help supplement Measure S funds. Overall, San Pablo EDC delivered Measure S programs and services to the workforce, homebuyers, and businesses which are unique to San Pablo.



Because of Measure S funds, San Pablo EDC submitted competitive grant proposals that were used to match other training funds. The Kaiser Permanente Community Benefit, BMO, and the Dean & Margaret Leshner Foundation grants were huge supports for San Pablo EDC. Partnerships with Rubicon Programs for Workforce Innovation and Opportunity Act programs (part of the Contra Costa Workforce Collaborative) also extended grant support. These programs benefitted San Pablo residents with obtaining and retaining employment. For some San Pablo residents, San Pablo EDC used grant funds to match and provided emergency cash support for gas, tolls, childcare, and other costs. Measure S made these life-changing services possible and advanced equity initiatives by enabling San Pablo EDC to make tailored investments to best support the community.



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