

# San Pablo Economic Development Corporation (San Pablo EDC) Annual Presentation

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# MISSION

San Pablo EDC acts as the catalyst for equitable economic opportunity



## WHAT WE DO

- Small Business Training & Education
- Job Training, Career Development & Placement
- Supportive Programs & Services  
(i.e., Homeownership, Financial Coaching, food security)

*We aim to remove barriers to economic opportunity & health equity.*

## MISSION:

San Pablo Economic Development Corporation acts as the catalyst for equitable economic opportunity.

## BUSINESS

- Access to Capital/Technical Assistance
  - ✓ Helping businesses strengthen fundamentals and secure funding
- Marketing & Engagement Services
  - ✓ Connecting businesses with their customers and community
- HR Concierge Services
  - ✓ Supporting employers with workforce solutions

# BUSINESS SERVICES

## Supporting businesses is supporting jobs

- **Access to Capital/Technical Assistance (TA)**
  - Business Education: credit readiness
  - Nano RLF, work with Community Development Financial Institutions (CDFI) and other lending partners
  - Technical Assistance (TA) through EDC and partners
- **Marketing & Engagement Services**
  - Events (e.g., Restaurant Week, Small Business of the Year, National Days, Business Watch, etc.)
  - Subsidized direct mail marketing through Ad Share
  - Social media & regular eNews marketing
  - Membership and Sponsorship benefits
- **HR Concierge Services**
  - Job board, Job description templates & employee referral
  - On-the-Job Training (OJT) referrals



# BUSINESS SERVICES OFFERINGS

## Access to Capital Technical Assistance

95 Businesses Assisted  
421 Services delivered  
13 Webinars & Events



## Marketing & Engagement Services

26 Members & 10 Sponsors  
4,014 eNews Subscribers  
5 Direct Mail marketing  
to >31,000 households &  
businesses totaling 65 ads



## HR Concierge Services

1,515 visits  
100+ job boards  
4 Hiring Fairs  
eNews Employer Spotlight

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- Phlebotomy Technician
- Home Health Aide
- Medical Assistant with Phlebotomy

**AHA CERTIFICATIONS**

- Basic Life Support (CPR/BLS)
- Advanced Cardiac Life Support (ACLS)
- Pediatric Advanced Life Support (PALS)
- Heartsaver First Aid, CPR and AED
- CNABase.com Online CEUs for CNAs

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# MARKETING ENGAGEMENT

## MISSION:

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## HOMEOWNERSHIP

### First-time Homebuyer (FTHB) Down Payment Assistance

- San Pablo Loan Assistance for Sustainable Housing (SPLASH)
  - ❖ Continued promotion of the Shared Appreciation Loan (SAL)
  - ❖ Introduced rehab loan program, Refresh (deferred maintenance)
- Workforce Initiative Subsidy for Homeownership (WISH)

# WISH & SPLASH First-time Homebuyer Down Payment Assistance Programs for Low-to-Moderate Income (LMI) Households

## WISH (4:1 Matching Grant)

- ✓ Up to \$32,099
- ✓ 4:1 match (\$8,024.75 maximum contribution from buyer)
- ✓ No payments due
- ✓ 100% forgiven after 5 years



## SPLASH (Shared Appreciation Loan)

- ✓ Up to 20% of the purchase price up to \$100,000
- ✓ Term: 30 years
- ✓ Payments: no payment during term. At term, amount due is the greater of:
  - ✓ (a) shared appreciation; or
  - ✓ (b) three percent (3%) per annum simple interest



# Refresh Loan up to \$40,000

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- **Part of SPLASH Program**
- **Launched March 2025**
- **Deferred Loan: Up to \$40,000**
- **Borrower must own and occupy a home in the City of San Pablo**





**SAN PABLO EDC**  
*putting people to work*

## Outreach

In person, events,  
social media,  
Soofa Signs,  
NextDoor, flyers  
at sponsors, El  
Portal

## Education

7 Webinars &  
Events with  
lenders and real  
estate  
professionals

## Partners

57 Lender  
Partners  
120 real estate  
partners

## Results

109 Inquiries  
30 Income Qualified  
4 WISH Grants (2 LI & 2 mid-WISH)  
3 SPLASH SAL (2 LI & 1 VLI)



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## WORKFORCE

- Career Counseling, Assessment & Goal Setting
- Degrees and Certified Training
- Employment Support Services & Job Placement

# WORKFORCE PROGRAMS

- Helping San Pablo and Contra Costa County residents build sustainable-wage careers in stable or growing industries
- **166** people served in FY2024-25, including **58** San Pablo residents

## JOB TRAINING

**77** people funded for professional job training (**31** SP residents)

## CERTIFICATION

**43** people obtained professional licenses or certificates (**22** SP residents)

## JOB PLACEMENT

**67** people placed into employment  
**100+** actively job searching

# LEVERAGING GRANTS TO SERVE THE COMMUNITY

- **WIOA** – Federal workforce dollars
- **Measure S** – Local San Pablo tax funds reinvested into the community
- **Workforce grants** from multiple private, public and government agencies
- **All leveraged** to multiply supports and help fund training





## **CAREER FAIRS WITH THE SKILLED TRADES & LOCAL EMPLOYERS**

- **Career Fairs** hosted at City Hall & College connect local employers with city residents
- **Careers in the Trades** events (in March and September) expose job seekers to great opportunities in the trades
- **Healthcare, Transportation, Government and Social Services** employers have all recruited at EDC Career Fairs
  - ❖ Highlight: Community Services Hiring Fair



# CAREER COUNSELING & CASE MANAGEMENT

- EDC Workforce staff support all participants with extensive career counseling services
- Career exploration & assessments
- Resume review & revision
- Networking strategies & practice
- Interview coaching
- Focus on job readiness
- Referrals to employers who are hiring, and to contacts for informational interviews
- Referrals to partner agencies for additional support
- Career Fairs and networking events

# EMPLOYMENT SUPPORT SERVICES (ESS)

- The EDC leveraged grants from the federal government, Contra Costa County, and foundations to provide critical cash supports
- **48** people received ESS funding to help pay for rent, childcare, utilities, food, transportation, test fees and more – another **\$62,000** of support
- **100%** of ESS recipients also enrolled into EDC's workforce programs to seek jobs and training

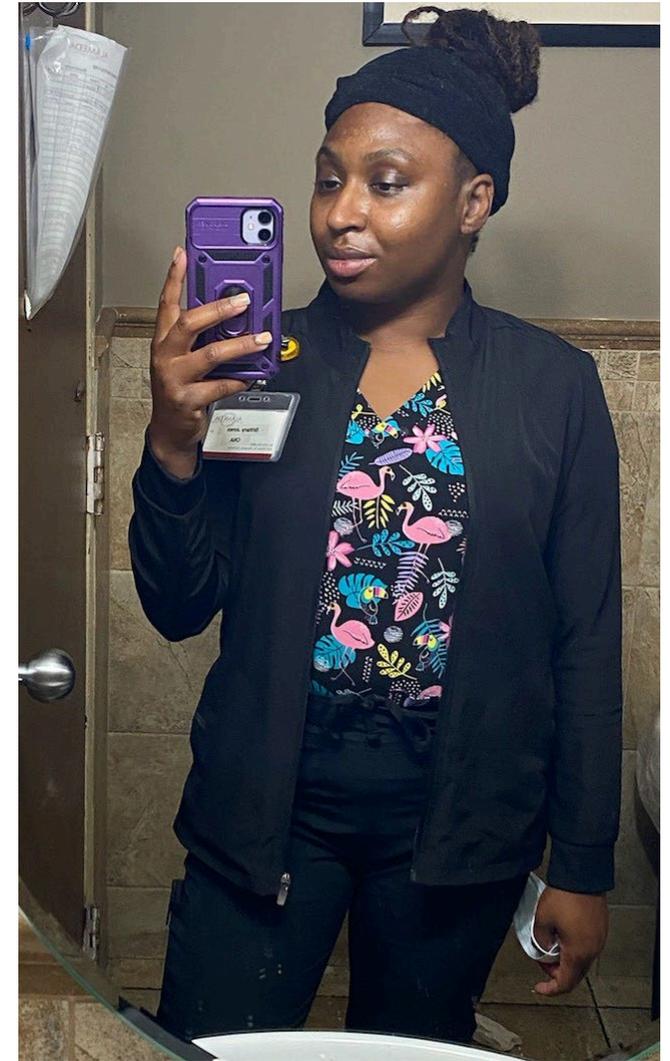


# SAN PABLO RESIDENT SUCCESS STORY

## BRITTANY – UNDEREMPLOYED TO A HEALTHCARE CAREER

*"I used to feel like I was all over the place – working at low-wage jobs and struggling to support my young son. I wanted a good career to support my family, and I needed structure to advance towards a clear goal.*

*San Pablo EDC met me where I was and gave me the opportunity to train for a healthcare career. They helped my mindset and gave me insight into available opportunities. Funding from Measure S helped pay for my course and for training supports along the way. I graduated from the program, passed my state certification exam, and am now working in healthcare in a benefitted position at a public health center here in the East Bay. My new career is underway, and I am really grateful to the EDC and the City!"*



# San Pablo Scholarship Program Pilot



[https://www.canva.com/design/DAGwjTW-wMM/wr2SSDglHclmjKNkJjeEpQ/watch?utm\\_content=DAGwjTW-wMM&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=uniquelinks&utlId=h83c3d09b2a](https://www.canva.com/design/DAGwjTW-wMM/wr2SSDglHclmjKNkJjeEpQ/watch?utm_content=DAGwjTW-wMM&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=h83c3d09b2a)

Joined with Youth Schools & Community Partnerships (YSCP) to market, provide services and award scholarships.

• 326 applied, 213 met prelim qualifications

• 194 Scholars (143 new scholars & 51 renewal scholars)



**SAN PABLO EDC**  
*putting people to work*

## Contact Us



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