



embarc  Dispensary

embarc   
*San Pablo*

San Pablo City Council Meeting  
April 6, 2026

# MEET EMBARC



Deep Local Roots



Demonstrated Leadership & Operational Expertise



Secure, Compliant & Tested Through Existing Operations



Ready to Execute Efficiently on Our Proposal



Selected as Part of City's Rigorous, Merit-Based Process



# Meet Embarc

## PROVEN RETAIL OPERATOR



MORE THAN  
450 PAGES  
OF SOPS



PROPRIETARY  
TRAINING &  
EDUCATION



LOCAL HIRING &  
A CBA WITH  
UFCW UNION



COMPLIANCE  
AUDITING  
SOFTWARE



GENERATES MORE  
REVENUE PER SQ/FT  
THAN NATION'S  
LEADING RETAILERS



PROVEN MULTI-  
MARKET  
OPERATOR

# Meet Embarc

## TESTED OPERATIONAL MODEL

### 1 GREETED



Locked Front Entrance  
Exterior Security Patrols  
Age Verification



### 2 GUIDED



Secure Door to Sales Area  
Tested & Compliant  
Products

### 3 CHECKOUT



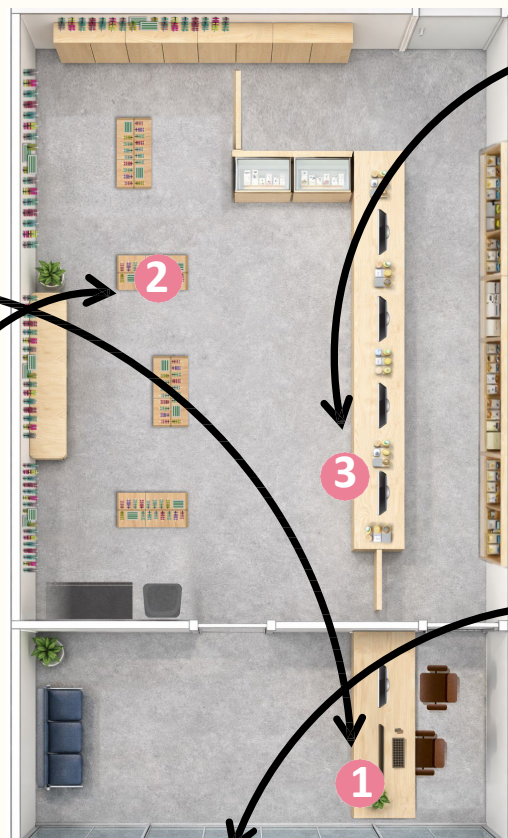
Second ID Verification  
METRC Tracked Product  
Fully Banked to Limit Cash Onsite



### 4 EXIT



Opaque Shopping Bags  
Security to Prevent Loitering  
Dozens of Surveillance Cameras



# Meet Embarc

## COMMUNITY INVESTMENT PLAN



Empowers local stakeholders to direct community engagement through our Community Advisory Board



Commits 1% of revenue in perpetuity to the San Pablo community, with 0.5% allocated to the Community Investment Fund and 0.5% contributed to the City's Small Business Revolving Loan Fund



Provides ongoing paid volunteerism for all employees with a prioritization on neighborhood beautification efforts



Deploys a third-party, accredited youth drug prevention and education program to address one of the community's primary concerns through non-profit partners

### Embarc San Pablo

#### Community Advisory Board Members

Jonathan Luong  
Embarc Local Partner

Ron Raman  
Former San Pablo Police Chief

Sonia Bustamante  
Director, SAFE Center

Leslay Choy  
Executive Director, San Pablo EDC






Genoveva Calloway  
Former San Pablo Mayor

Ed Hernandez  
Neighbor, Ed Hernandez Karate

Dr. Ray Castro  
Contra Costa College Foundation

# Meet Embarc

## THOUGHTFULLY VETTED LOCATION

-  Thoroughly vetted and compliant with all municipal and state regulations
-  Demonstrated potential for plaza and area revitalization
-  Maximizes public health and safety
-  Appropriately accessible to enhance municipal revenue generation and community investment
-  Extensive engagement to understand history of the site and redevelopment potential

## TRACK RECORD OF ENGAGEMENT

Pre-Selection by City	Post-Selection by City	Post-Entitlement /During Operations
<p>Met with the San Pablo EDC to understand local economic and community priorities</p> <p>Met with nearly two dozen community stakeholders to understand community needs; coalesced a Community Advisory Board</p> <p>Location-specific site plan and Good Neighbor Policy developed as part of submission for merit-based licensing process</p>	<p>Conducted outreach to all residences and nearly all businesses (some were closed) within a 1,500-foot radius of the selected site—knocked on a total of 473 doors (not all were home)</p> <p>Five calls and/or meetings with Pastor Parham between November 2025 and February 2026</p> <p>Met with the Police Chief and his team to understand history and public safety perspective of the site</p>	<p>A perpetual seat reserved on the CAB for a neighborhood representative—the board meets quarterly and documentation is shared with the City</p> <p>An annual Community Listening Session to ensure accessibility and responsiveness</p> <p>Neighborhood Compatibility Plan with complaint escalation protocol ensures real-time response to concerns</p>



# Always accessible to you

**Lauren Carpenter**  
[lauren@goembarc.com](mailto:lauren@goembarc.com)

**Dustin Moore**  
[dustin@goembarc.com](mailto:dustin@goembarc.com)