MEASURE S

2024-2025 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, 2025."

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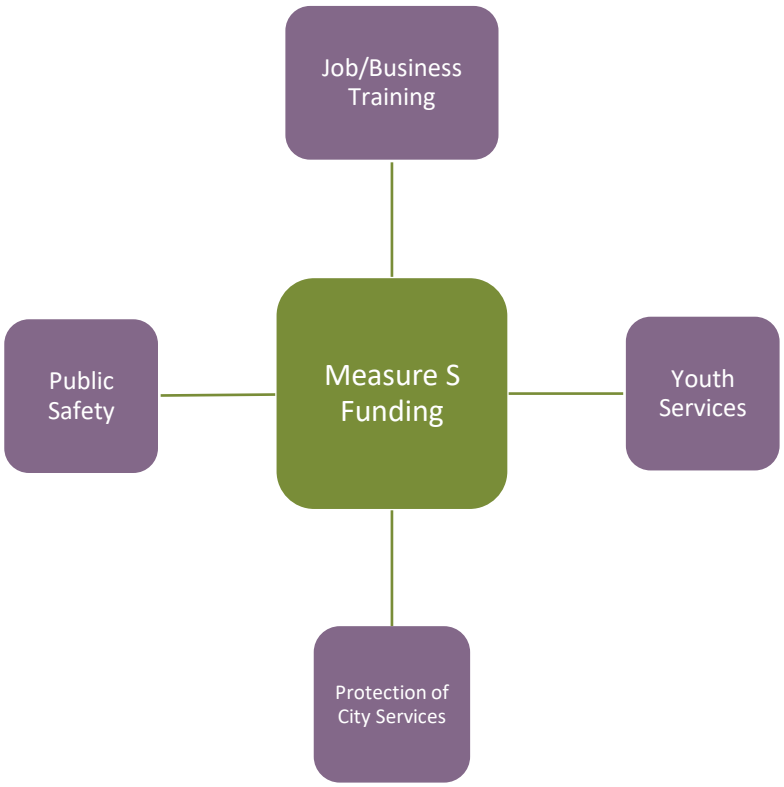
About Measure S

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 2024-25 Measure S budget at $2,100,000. The actual revenues totaled $2,073,681 and the actual expenditures totaled $1,978,980 (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 2024-25 (JULY 1ST, 2024 TO JUNE 30TH, 2025)

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

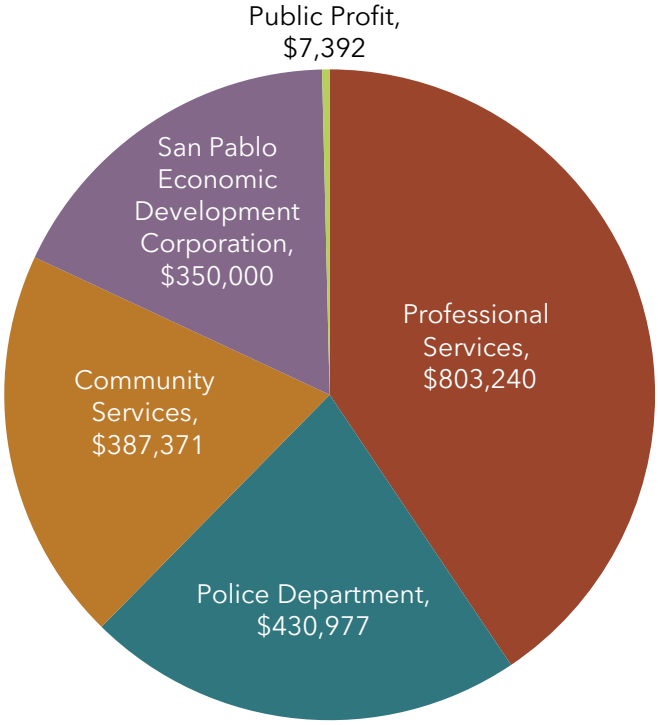
Expenditures	Amounts	Totals
Police Department		
Payroll (salary and benefits by employee position)		
Police Officer	$168,934	
Police Sergeant	$262,043	
Total Measure S Expenditures Police Department		**$430,977**
Community Services		
Payroll (salary and benefits by employee position)		
Community Services Manager	$194,343	
Community Services Coordinator II	$91,201	
Community Services Coordinator I	$101,827	
Total Measure S Expenditures Payroll Community Service		**$387,371**
Professional Services		
Community School Initiative Grantees and Accounting		
Bay Area Community Resources	$746,487	
Desarollo Familiar, Inc.	$54,000	
Maze & Associates	$2,753	
Total Measure S Expenditures Professional Services		**$803,240**
San Pablo Economic Development Corporation Funding (EDC)		
Professional Services and Other	$350,000	
Total Measure S Expenditures San Pablo EDC		**$350,000**

Other Expenses			
	Professional Services (Public Profit)	$7,392	
Total Measure S Expenditures Other Expenses			**$7,392**
Total Measure S Expenditures			**$1,978,980 ***

Source: FY 24-25 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, 2025. *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, 2024 to June 30th, 2025. 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 ($1,978,980)



Source: FY 24-25 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, 2025. Other expenses included evaluation consulting, which is not specific to any department.

San Pablo Police Department

The San Pablo Police Department (SPPD) received a 2024-2025 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)	$168,934
	Police Sergeant (SIU)	$262,043
Total Measure S Expenditures Police Department		**$430,977***

Source: FY 24-25 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, 2025. *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; however, they frequently collaborate with neighboring agencies to support a regional effort to combat criminal activity. Measure S funded one police officer in the unit for FY 2024-2025.

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 5 search warrants, served well over 25 search and arrest warrants, and seized 12 firearms. 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 operated by the Contra Costa County District Attorney's Office in conjunction with the Federal Bureau of Investigations (FBI). The Task Force is 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 18 search warrants with seizures of 10 firearms, multiple pounds of ammunition, 163 grams of methamphetamine, 300 ecstasy pills and 10 grams of DMT.

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 S funded one JEWL Officer position assigned to the SIU. The JEWL Officer taught 169 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 40 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 17 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 46 lessons for more than 100 students. 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 46 lessons for more than 100 students.

The JEWL Officer provided the Gang Resistance Education and Training (G.R.E.A.T.) Program to more than 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, 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.

In June, JEWL returned with the GREAT Annual Awards Dinner to recognize 12 students and their families for outstanding achievement in the program by presenting projects related to community improvement and participation. 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 2024-25, Measure S funded grants to community-based organizations to provide programing 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 2024-2025 Measure S expenditure report provided by the City of San Pablo and the *2024-2025 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	$746,487
Desarrollo Familiar, Inc.	$54,000
Payroll (salary and benefits by employee position)	
Community Services Manager	$194,343
Community Services Coordinator II	$91,201
Community Services Coordinator I	$101,827
Total Measure S Expenditures Community Services	**$1,187,858***

Source: FY 24-25 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, 2025. *Values have been rounded to the nearest whole dollar amount.

SAN PABLO BEACON COMMUNITY SCHOOL INITIATIVE GRANTEES

In 2024-2025, 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 11,878 San Pablo community members.[1]

Over the past 10 years, Beacon Directors have provided consistent and comprehensive guidance and leadership for community schools in San Pablo. They promote a whole-child approach to ensure the success of all children and youth in the City. Beacon Directors work closely with school personnel, such as administrators, teachers, and school staff; city and community partners; and families and caregivers to effectively implement and coordinate the SPBCSI. Despite unprecedented staff transitions across the six school sites since the COVID-19 pandemic, Beacon Directors have prioritized and advanced the initiative's priority areas of focus: Coordination of Community Schools, Youth Voice and Leadership, Violence Prevention and Intervention/Mental Health, Family and Caregiver Engagement, and College and Career Supports.

[1] We calculated 11,878 community members by multiplying the number of youths in San Pablo schools (3,712) by the average household size in San Pablo (3.2 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.

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 3,712 youth received equitable support for their well-being and academic, social, emotional, and physical health. In the 2024-25 school year, 317 students were referred for health and wellness services.

Number of Youth Served: 3,712

BACR was funded by the City to provide community school coordination and services at all five San Pablo elementary schools: Riverside Elementary, Bayview Elementary, Lake Elementary, Dover Elementary, and E.M. Downer Elementary School. BACR staff leveraged existing services, systems, and relationships to integrate the COP (Childhood Obesity Prevention) strategy into each community school's larger health and wellness vision through collaborating with the Beacon Director. A critical service that BACR facilitated were recess coaches.

At each elementary school, the recess coach provided valuable services for three hours a day, five days a week. They served each school with similar offerings, such as developing student leadership skills to facilitate and monitor games with younger students. They also supported unstructured and structured activities, such as free playtime, organized sports, group games, and yoga.

Childhood Obesity Prevention

In the 2024-25 fiscal year, the COP Grant Program became a part of the City of San Pablo's Team for Youth grant programming as a focused strategy. The COP strategy supported local community-based service providers that focused on decreasing childhood obesity and increasing the health and wellness of children and families. The City of San Pablo allocated $90,000 and evenly distributed the funds across all Beacon Community Schools through Measure S funding solely. This $90,000 amount equated to $15,000 granted to each school site. In the future, the COP strategy will be incorporated into the full San Pablo Community Schools Evaluation reports. The COP strategy provided services and programs committed to:

- Increasing physical activity levels;
- Increasing access to healthy foods and beverages; 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.

The 2024-25 COP strategy funded only one community organization: Bay Area Community Resources (BACR). BACR offered health and wellness programs that ranged from providing physical activity opportunities to nutrition classes. This year, because the COP strategy was incorporated into the Team for Youth grant, the health and wellness programs and events became more integrated into the elementary school culture. The Beacon Directors planned health and wellness events to provide an interactive experience for their school communities. Over the course of the 2024-25 year, BACR served 2,268 youth and adults through this initiative.

Number of Youth & Adults Served through COP: 2,268

Desarrollo 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: 20

PAYROLL EXPENSES

Measure S 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.

San Pablo Economic Development Corporation (San Pablo EDC)

Once a small city known for high unemployment and low educational attainment, San Pablo has turned the page, offering opportunity for career training, building intergenerational wealth through homeownership, and entrepreneurship.

San Pablo EDC acts as the catalyst to equitable economic opportunity. It focuses its economic development efforts on furthering its mission through initiatives aligned with the San Pablo City Council's priority work plan regarding workforce, business, and first-time homebuyers. A multilingual team actively engages city departments, the community, and a broad swath of partners to deliver vital services that have the power to transform.

Consistent with prior years, San Pablo EDC's Fiscal Year 2024-2025 (FY 24-25) Measure S allocation of $350,000 was prioritized for services and staff to help upskill or reskill residents for higher paying employment with benefits, provide essential supports to existing businesses and aspiring entrepreneurs, and expand first-time homebuyer readiness to increase homeownership.

Measure S makes a tangible difference in residents' lives by putting them to work in skilled careers locally, which in turn, benefits local businesses and boosts health equity, as access to healthcare and paid days off means access to preventative care, urgent care, and paid time off. The funding also helps San Pablo entrepreneurs start businesses and helps established businesses get what they need to create jobs and afford promotions through work-based learning (WBL) subsidies.

Like previous years, San Pablo EDC leveraged multiple additional resources for San Pablo residents. These opportunities shift annually and are highly competitive. San Pablo EDC secured (directly and indirectly) about $200,000 in Workforce Innovation and Opportunity Act (WIOA) and California High Roads funding (STEP) to provide career training and wrap-around services. San Pablo EDC also received another $100,000 in grant funding from private sources to support its Build Back Stronger (BBS) program, which serves disadvantaged businesses and workforce.

Job training partners are inclusive of the college district, adult education, and vocational and trade schools. They are selected based on their ability to provide or demonstrate:

- Industry-recognized training and certification in stable or growing career paths,
- Success with high-barrier populations,
- Consistent, above-standard outcomes for certification and job placement, and
- Accessibility to those with low educational attainment and alternative schedules.

San Pablo EDC serves a workforce population that is 39% extremely low-income (ELI), 40% very low-income (VLI), and 21% low-income (LI). This is a noticeable improvement over previous years when half of participants were ELI and just 11% were LI.

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

TABLE 4. SUMMARY OF SAN PABLO EDC MEASURE S EXPENDITURES

Expenditures		Amounts
Awards & Grants		
	Contra Costa College Culinary Arts Scholarship	$5,000
Business Services		
	Subscriptions	$1,893
Contract Services		
	Job Training & Support	$38,844
	Public Relations/Website/Photo	$24,100
	Fundraising/Grant writing	$0
	Accounting, Auditing & Legal	$5,204
	Other	$1,399
Operations		
	Printing/Postage for Newsletter	$21,707
	Program Cost and Marketing	$3,500
Payroll Expenses		
	Executive Director + Staff Payroll	$130,830
	Benefits	$51,418
	Payroll Taxes	$9,976
	Workers Compensation Insurance	$606
Total Measure S Expenditures San Pablo EDC		**$294,475**

Source: FY 24-25 Measure S expenditure report provided by San Pablo EDC.

For FY 24-25, San Pablo EDC received a Measure S allocation of $350,000 and had a carry-over from FY 23-24 that made an additional $38,798 available, if needed. The EDC's practice is to leverage other funding to pay for training, supports, and staff, allowing Measure S to be conserved and have a greater impact over a longer period of time. In total, San Pablo EDC spent $294,475 of Measure S funds. 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 even when Measure S funding is cut. At the conclusion of FY 24-25, $55,525 was added to the FY 25-26 Measure S fund balance.

CONTRACT SERVICES AND GRANT AWARDS

Together, Contract Services and Grant Awards accounted for about 25% of FY 24-25 costs (23.6% and 1.7%, respectively), which included scholarships for San Pablo residents graduating community college to attend four-year postsecondary institutions, scholarships for culinary students at Contra Costa College, job training and readiness programs, and bilingual public relations and social media services from Voler Strategic Advisors (Voler SA).

Contract services include on-the-job training (OJT), which is important to highlight for San Pablo businesses. San Pablo EDC assists local businesses with Human Resource (HR) concierge services, such as assisting with writing position descriptions, posting quality jobs on our Job Board and placing

employment-ready participants in OJTs. San Pablo EDC's case managers support local residents in their new employment, and the employer is reimbursed up to 50% of salary costs for up to six months while they invest in training the employee. This reduces risks and costs for the employer and adds to their bottom line while putting San Pablo residents to work.

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. Training contractors accommodate schedule, language, and extra support needs for San Pablo residents. Our contractors also work with us to successfully place trainees. Voler SA helps San Pablo EDC complete video projects and social media posts in Spanish and English, which better engage San Pablo youth.

Job Training and Readiness

While San Pablo residents may explore a broad array of careers, in FY 24-25, residents elected healthcare, transportation, or direct-to-employment services.

Direct-to-Employment

San Pablo EDC provides career readiness and direct-to-employment services in addition to certified training and education. One hundred and forty-one San Pablo residents worked with our team through Connect to Opportunity and career fairs. Given rising costs in 2024-2025, direct placement in an opportunity that provided income was often preferred over enrolling in training.

Number of Residents Served: 141

Contra Costa College Career Technical Education (CTE) & Early Learning Center

Number of Residents Served: 13

In partnership with Contra Costa College (CCC), San Pablo EDC provides 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 often combined with federal Workforce Innovation and Opportunity Act (WIOA) programs, as well as other grants to cover 100% of costs, as well as support services. The College's Early Learning Center (ELC) opened up grants to qualifying families, helping many enroll without subsidy. In FY 24-25, seven San Pablo families applied for a grant at ELC, and all were accepted.

Healthcare Careers

San Pablo EDC works with several training providers for healthcare careers, including CCC (notably for EMT), Vasco Career College and Contra College Medical Careers College. Participants complete rigorous industry training, and once the national certification exam is passed, are placed in externships, after which additional national exam certifications are helpful to obtain full-time employment.

Number of Residents Served: 6

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

Number of Residents Served: 10

Three training providers are used to train residents for commercial Class A, Class B, and School Bus driver's licenses. Two of the providers over flexible schedules and bilingual instruction for working participants, and all three have solid employer contacts. Starting wages range from $26 to $35 hourly and positions are fully benefitted.

Financial Empowerment Coaching

In partnership with Travis Credit Union, San Pablo EDC certified two bilingual (Spanish/English) empowerment coaches. These are customized sessions that empower participants with tools and goals to guide their financial decision-making. For many, it is the first time they are developing and managing a budget. For others, it is the first time they are learning the critical difference between debit and credit and how to make better decisions. In total, San Pablo EDC served 215 residents.

Number of Residents Served: 215

Other Supports

San Pablo EDC runs a wealth of programs to support working families and uses multiple media channels, including traditional hard copy outreach at highly trafficked sites. The goal is to provide residents enrolled in our programs with vital supports, from reimbursement of employment supports and food security to hiring fairs and referrals for housing security programs.

Number of Residents Served: 200+

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

- **WIOA Orientation –** This weekly 15-minute orientation walked participants through how this federal funding works, the steps to enroll, documentations required, and the most likely timeline. San Pablo EDC also made the orientation available on-demand in English and Spanish. Most participants selected the on-demand orientation.
- **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 participate in mock interviews.
- **Employment Support Reimbursement –** Several funding sources were secured to allow for residents enrolled in our programs to receive stipends for milestones achieved and reimbursements for training costs.
- **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 10 food-based businesses to secure 500 gift cards.
- **Hiring & Career Fairs –** San Pablo EDC hosted seven hiring fairs and participated in five careers days and hiring fairs with its many partners, reaching a few hundred participants at those events alone.

- **Monthly Job, Health & Housing eNewsletters –** San Pablo EDC published monthly online newsletters focused on promoting living-wage jobs, health, and housing. The Job Board is also hosted on the EDC website and featured over 600 opportunities.

Homeownership Services

San Pablo has one of the lowest rates of homeownership in the county, stifling the goal to help residents build intergenerational wealth. Homeownership remains at 40% in San Pablo compared to the national average of 63%.

In FY 24-25, San Pablo EDC administered the San Pablo Loan Assistance for Sustainable Housing (SPLASH), which offers a Shared Appreciation Loan (SAL) program, and facilitated connection to the Workforce Initiative Subsidy for Homeownership (WISH) and Middle-Income WISH grant programs as a community partner. Given the delta between home prices and pre-approved loan amounts for low-income families, San Pablo EDC worked to stack first-time homebuyer (FTHB) down payment assistance programs to overcome the delta and lower the debt ratio.

Last fiscal year, San Pablo EDC reached over 900 individuals about homeownership, spoke with 133 people at housing events, and fielded 105 inquiries. Of the 105 inquiries, 72 were income-qualified. Ultimately, 14 people qualified for SPLASH and 13 for WISH, and seven were successful in purchasing homes. No Measure S funding was used for operating expenses under Homeownership Services; only staff cost.

In FY 24-25, San Pablo EDC hosted six housing events including: *Housing Empowerment*; *Rent vs. Mortgage: Which is the Right Path?*; *Credit Readiness for Home Ownership*; Home Buyers Professional Services Fair; and *Financial Essentials When Planning to Buy a House*.

BUSINESS SERVICES

Diverse small businesses are essential to the San Pablo community. In FY 24-25, San Pablo EDC continued its robust technical assistance, marketing, capital readiness, and HR concierge services providing 15 webinars and events and regular outreach. The team recorded 1,500 business outreach touches to San Pablo businesses and provided 179 technical assistance services and delivered marketing support to 196 businesses. Just over 80% of San Pablo businesses working with the EDC are minority-/people of color-owned and approximately 35% are women-owned.

San Pablo EDC served 72 unique businesses in San Pablo on a regular basis, representing a diverse range of industries including grocery stores, service-based businesses, and restaurants. Of those, 39 businesses received direct promotional support through video production and targeted social media features.

There was just over $74,000 remaining in FY 24-25 for the Back-to-Business (B2B) grant program and the expanded Mini-Business Improvement Grant (Mini-BIGs) program. In total, four B2B grants and four Mini-BIGs were funded, exhausting the one-time funding. Mini-BIGs offered matched grant funding for certified access specialist (CASp) inspections, Americans with Disabilities Act (ADA) improvements to businesses, equipment purchases and interior or exterior business improvements.

While assertive protesters caused some programs to be paused, our collaboration with San Pablo Police Department (SPPD) continued for proactive business connections with attractive nuisance situations or preventative crime opportunities, Business Watch, Fraud Prevention and Where's Pablo. SPPD makes it a point to attend nearly all of EDC events, notably mixers and ribbon cuttings where businesses connect.

OPERATIONS

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 FY 24-25, San Pablo EDC spent 65.5% of its Measure S funding on staffing costs, including salary, payroll tax, and benefits, representing 28% of actual staff costs. San Pablo EDC successfully secured grants and contracts to help supplement Measure S funds.

San Pablo EDC's ongoing participation in the Contra Costa Workforce Collaborative (CCWC), a multi-agency consortium working across the county to provide career and employment services, helps subsidize the actual cost of staff.

While most staff positions are dedicated to Measure S-funded programs and all nine staff deliver Measure S programs and services, San Pablo EDC minimized Measure S allocation to staff to preserve funding for employment services (e.g., training, childcare, test fees, food security, etc.), business support, and homebuyer services, as well as increased visibility and access to programs. In FY 24-25, Measure S payroll expenses increased and this trend will continue.

ADDITIONAL ASSETS

Measure S does much more than fund critical services for San Pablo businesses and residents. It enables organizations like San Pablo EDC to submit competitive grant proposals and be a high-performing partner, since Measure S dollars can be used to match other training funds. Grants from Kaiser Permanente Community Benefit, BMO Bank, and Travis Credit Union would not be possible without Measure S funding. Grants were also extended through partnerships with Rubicon Programs and the Workforce Development Board of Contra Costa County. These benefit San Pablo residents to receive training, obtain employment and stay gainfully employed. These funds help San Pablo EDC provide stipends for achieving milestones, such as passing a mid-term examination or getting a job. Measure S helps bridge gaps and change lives.

CITY OF SAN PABLO

City of New Directions