SOCIAL IMPACT REPORT
fiscal year 2016-2017

Celebrating Five Years of Economic Vitality
OVERVIEW

Develop. Diversify. Stabilize.
The San Pablo EDC creates sustainable economic prosperity by supporting innovation and entrepreneurship while preserving our community’s diverse culture. We put people to work, and we help people realize their dreams.

A Word from the San Pablo EDC Executive Director & General Manager
For the past five years, we have been a local nonprofit organization on an ambitious mission to create economic opportunity in our own backyard. We opened the doors with a modest staff and one training partner. Today, we are fortunate to have a dynamic team delivering a robust array of services through multiple partners and regional networks.

Many people allowed us to get here. From the partner’s belief that together we build stronger pathways towards living wage employment to the funders, sponsors, and members who make it possible. Frontline staff delivers service every day, and our board members propel our mission. We are grateful for all who help us make a difference in our region.

We have celebrated many milestones along the way. Our first Removing Barriers Job Readiness cohort graduate now works for the Contra Costa County District Attorney, and a job trainee parlayed his entrepreneurial skills and barber’s license into a thriving local business hiring other local graduates. It has been an incredibly satisfying first five years.

Thank you for being part of our growth.

Board of Directors
Adam Novickas, Chair
Kathy Chao Rothberg, Vice Chair
Elizabeth Pabon, Treasurer
Xavier Abrams, Director
Genoveva Garcia Calloway, Director

San Pablo EDC Staff
Matt Rodriguez, Executive Director
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Ren Floyd-Rodriguez, Program Coordinator
Nora Ruiz, Sr. Program Associate
Elliot Grossman, Program Associate
Mary Biasotti, Independent Contractor & Grantwriter
San Pablo EDC Programs for Workforce & Entrepreneurs

**PROGRAMS & PARTNERS**

**JOB TRAINING AND WORKFORCE DEVELOPMENT**
Barbering and Cosmetology (Moler Barber College)
Business Administration Bootcamps (JVS)
Career Technical Education (Contra Costa College (CCC))
- Administration of Justice
- Automotive Services
- Biotechnology
- Business Administration
- Business Office Technology
- Computer Communications Technology
- Digital Film Production
- Emergency Medical Services
- Forklift Logistics Operations Warehouse
- Nursing and Medical Assistant
Commercial Driver’s License (MTS Training Academy, ATD)
Construction (RichmondBUILD, Rising Sun Energy Center (RSEC))
Green Building and Solar Installation (RSEC)
HAZWOPER 40 and OSHA 10 (NCTAT and AJCC-SP)
Information Technology (The Stride Center, Micro-Easy Vocational Institute)

**REMOVING BARRIERS SUPPORTIVE SERVICES**
Tattoo Removal (New Skin, City of San Pablo)
Removing Barriers Job Readiness Certificate (Travis Credit Union)
Monthly Job Readiness Workshops & Financial Literacy (Travis Credit Union)
First-Time Homeownership Assistance (FHLBSF, Mechanics Bank, RNHS)
Childcare services (Early Learning Center at CCC)
Bilingual Computer Literacy (Ruiz Technology Services)
Professional Clothing (Wardrobe for Opportunity)
San Pablo Scholars Scholarship Fund (City of San Pablo, CCC)

**ENTREPRENEURS AND BUSINESS DEVELOPMENT**
Free Monthly Business Workshops led by experts in the field
Networking Mixers (Small Business of the Year, B2B Mixers, Multi-chamber Mega Mixers)
Shop Local Campaigns (Local FIRST, Road to Rewards, National Small Business Week)
Start-up Assistance
- Permits & Licensing Assistance, Quick Start Guides
- Business Plan (Small Business Development Center)
- Access to Capital (nano-capital & traditional lenders)
- Wage-subsidy Program Referrals (OTJ Training, ESE & CCWorks Program)
EDC Membership & Sponsorship: Marketing Services & B2B/B2C Referrals
- Branding and Logo Design
- Collateral Design
- Videography, Photography
- Strategic Marketing & Google Maps
Community Events Inclusion
- Torch Run
- Coffee with Cops
- 4th of July
- National Night Out
- San Pablo Olympics
- Hall-o-Ween
Local FIRST Guide and El Portal Newsletter
FIVE YEAR IMPACT
Cumulative economic impact of San Pablo EDC programs from 2012-2017

1,090 total clients served

- 661 (61%) Workforce Clients Served
  - 222 (25%) Completed job training programs
  - 449 (75%) Removing Barriers (Employment Supportive Services)

- 207 (19%) Small Businesses and Entrepreneurs Served
  - 82 (40%) Non-Business Members
  - 125 (60%) San Pablo EDC Business Members
  - 222 (20%) Job Trainees

- 883 (82%) Workforce Clients Served
  - 222 (25%) Completed job training programs
  - 661 (75%) Removing Barriers (Employment Supportive Services)
BUSINESS DEVELOPMENT
FY 16-17. Giving the right tools to small business owners for growth.

Business Spotlight: Rockin’ Crawfish
San Pablo EDC spurs and celebrates growth and success in the business community through intimate work with small business owners and entrepreneurs. This past January through March, the San Pablo PEDC collected 621 nominations for Small Business of the Year from 44 locations and numerous online surveys. The winner, Rockin’ Crawfish, received over $10,000 worth of marketing through their win.

They were honored at our annual celebration mixer, and the East Bay Leadership Council awards luncheon. They even hosted the Road to Rewards launch party. Chris Yee, Nhan Ngo, Zach Ho, and Hai Truong opened Rockin’ Crawfish on August 24, 2015.

“The restaurant business is one of the hardest industries to succeed in. The competition is so fierce,” said Zach Ho. Rockin’ Crawfish is set to grow with the continued support of San Pablo EDC.
**AT A GLANCE**

We work with a diverse group of business owners, particularly minorities and women. Women make up 55% of San Pablo EDC business member-owners working in a broad range of industries. 18 unique industries are represented; retail, food/beverage, and hospitality are the largest business categories (approximately one-third).
BUSINESS DEVELOPMENT

Strengthening the local business economy

Promote local businesses, like Grocery Outlet

Small Business of the Year Celebration Mixer 2017

Alex’s Giant Burger, SBOTY Honorable Mention 2016-17

Duran’s Auto Glass magazine ad photo

Las Montañas cover of Summer 2016 Local FIRST magazine

Quarterly business mixers

East Bay Coffee Grand Opening

Dragon Snow Grand Opening

Samraj Sweets ‘N Chaat Grand Opening

Ocotes Grill Grand Opening

Road to Rewards: Discover, Play, Win Campaign

Business workshops, such as Access to Capital
EDC BUSINESS MEMBERS

Our businesses serve as the economic engine that provides jobs for our local residents. We have cultivated relationships with each business owner over the past five years and delivered excellent member benefits that helped them achieve their goals of business retention and expansion, which in turn, allows them to hire our local residents.

Blue Chip Sponsors
Official Printing Partner: Chimes Printing
Official Energy Partner: MCE Clean Energy
Official Job Training Partner: Moler Barber College
Official Financial Literacy Partner: Travis Credit Union

Avenue Sponsors
1st Northern California Credit Union
Mechanics Bank

Bell Sponsors
First Bank
Print ‘Em All
Castro DDS

EDC Member Businesses
A-1 Martin Auto Body and Frame
Acuity Extended Care
ADF Handyman & Painting LLC
Alex’s Giant Burger
Alicia’s Flower Shop
Aloha Pure Water + Shaved Ice
Ameriprise Financial
Animal Care Clinic
Apex Mortgage Solutions
Better Homes & Gardens
Blue Bay Thai
Brookvale Pharmacy
Cafe Soleil
Cal Accessibility
Catahoula Coffee
Centro Latino Cuzcatlán
Co-Work Lounge
Curbside Kitchen
Curry Me Up
Dragon Snow
East Bay Coffee
El Cerrito Martial Arts
Farmers Insurance
Fast Track Coffee
First Alarm
First Bank - Avenue Sponsor
Five Star Cleaners
Food Barn
New York Life
Four Fools Winery
Glicel Sumagaysay Employment Law
Great American Cleaners
Green & Fair Janitorial & Maintenance
Grocery Outlet
Harmony Beauty Spa
Hatlen Center
Holiday Inn Express
Hornbill Burmese Cuisine
J&M Auto Repair
Jackson Hewitt Tax Services
JHS Auto Repair
Kelly-Moore Paints
La Plazuela
Lao Family Community Development
Las Montanas Supermarket
Legal Shield
Leila by the Bay
Local Educators for Tomorrow
Los Centzontles Mexican Arts Center
Lotus Blossom Spa
MacArthur Baptist Church
Margarita’s Financial Dynasty
Merry Maids
Micro-Easy Vocational Institute
Mountain Mike’s Pizza
MVRod Team Real Estate
Nerd Crossing
Noodle 21
Ocotes Mexican Grill
Pamir Afghan Cuisine
Paul Morris Management
Paychex
Pro Power Wash & Maintenance
Pupuseria La Paz
Pure Momentum Consulting
Quickly
Richmond PAL
Richmond Tire
Rockin’ Crawfish
Salesian College Preparatory
Samraj Sweets ’N Chaat Hut
San Pablo Dental Care
Soriano Real Estate
St. David of Wales Parish
St. Paul School
Taqueria Doña Maria
Tentmakers, Inc.
The Pedaler
This & That Building Materials
Windermere Real Estate
Workforce Development Board
World Financial Group
Xiang Xiang Noodle
Xinia’s Bakery

San Pablo EDC Impact Report FY 16-17
## Workforce Development

Creating economic opportunity by offering job readiness, training, and employer connections.

### FY 16.17

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<th>Job training and certification programs</th>
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<td>Job readiness workshop attendees</td>
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<td>Job training program participants</td>
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### Workforce Spotlight: Daniel Lopez

As a community college student with dyslexia, Daniel Lopez felt frustrated with his progress in school. One day, his counselor informed him about Richmond-BUILD, a construction training program and how he could qualify for a grant through San Pablo EDC.

After receiving the grant, Daniel entered the program. He learned foundational construction and job readiness skills to help him keep his future job, such as showing up on time every time to work, how to handle feedback, and how to be a team player.

“At some point in my RichmondBUILD training, my instructor took us on a tour of the plumbers’ union training facility, I got really interested in that field and said to myself, ‘This is something I want to do,’” Daniel remembers.

Upon his graduation from RichmondBUILD, Daniel landed a construction job at Synergy, a renewable energy company through PeopleReady and took the plunge to pursue his passion for the skilled trade of which he had only previously dreamed. That day will come as soon as he completes his apprenticeship at the Plumbers Steamfitters Union.
AT A GLANCE

San Pablo EDC provides funding for job training programs and prepares job seekers through workforce development workshops & certifications. People from many backgrounds and life situations utilize these services coming from San Pablo and the surrounding community at large. Multiple job training partners help make this possible.
WORKFORCE DEVELOPMENT
San Pablo EDC job training programs

Environmental Remediation Training, NCTAT

Forklift, Logistics, Operations, Warehousing, CCC

Construction, RichmondBUILD

Greenbuild, Rising Sun Energy Center (RSEC)

Automotive Services, Contra Costa College (CCC)

Biotech, CCC

Class A + B Drivers License, Michael Transportation

Nursing Assistant, CCC

Emergency Medical Services, CCC

Digital Media, CCC

Information Technology, Stride Center & Micro-Easy

Barbering & Cosmetology, Mol-er Barber College
REMOVING BARRIERS
San Pablo EDC supportive services for workforce

Subsidizing costs for high-needs clients

Before & after photo of client tattoo after 12 treatments

HS Diploma & GED, West County Adult School

Childcare at Early Learning Center at CCC

Bilingual Computer Literacy Courses

Professional work clothes through Wardrobe for Opportunity

Monthly job readiness training workshops

Business Administration Bootcamp, JVS

Email blasts to job seekers on job & career opportunities

Lao Family, AJCC, and other partner referrals

1st time homebuyer matching grant (WISH)

Community outreach for EDC programs
Removing Barriers Tattoo Removal: Changing Lives, Building Careers

Removing Barriers Tattoo Removal program is often a point of entry for our clients seeking to erase the stigma or symbolism of tattoos, particularly those that present a stark barrier to employment, self-confidence, and safe community re-entry. Removing barriers tattoo removal program has served over 485 clients since its beginning in 2013, and 90 of those clients have declared ex-gang affiliation tattoos.

Some clients also choose to remove tattoos that bring back painful memories. One of our clients removed several large tattoos that were forced on her when she had been in an abusive relationship. In her first visit, she could not make eye contact. However, by her next treatment, she opened up to staff and shared that her parents were taking her back in, and she was about to enroll in college.

Many sessions later, the tattoo removal client shared that she had a job and was newly engaged. Stories like hers remind us of how tattoo removal transforms lives, restores self-confidence, and brings hope through employability and upward mobility.

Photo by Leslay Choy
San Pablo EDC provides a wide range of services to access job training and remove barriers to gainful employment ranging from assistance with GED/high school diploma to fixing credit to childcare and financial literacy. San Pablo EDC also treats clients from across the Bay Area with low-cost tattoo removal and provides additional job support to get people job ready.
COMMUNITY PROJECTS
FY12-17. Funding community projects through New Markets Tax Credits (NMTC)

Project Spotlight: Rumrill Sports Park and San Pablo Community Center

Using NMTCs, the San Pablo EDC has been able to close the funding gap on two key projects to benefit the San Pablo community, its businesses, and its workforce.

In 2012, the San Pablo EDC joined efforts with the City of San Pablo to close its first NMTC deal for $9.4M with Telecu as the tax credit lender and Chase as the investor. The deal paved the way to build a 10,000 square foot, LEED-certified community center with healthy activities, bilingual computer literacy and job training courses, and community space.

In 2015, the City of San Pablo once again made a 4.5 acre, $7.4M NMTC deal possible to help San Pablo EDC build Rumrill Sports Park with NCCLF as the tax credit lender and Bank of America as the investor. This park features two kiosk spaces for minority- and women-owned businesses to provide healthy foods, provides a safe place for San Pablo sports teams to play and put to work San Pablo residents at a local security firm.

$16 million NMTC funds allocated towards community projects

Photos by Bud Glick
SALES TAX REVENUE INCREASE

With increasing marketing of local businesses within and outside of San Pablo, and an introduction of multiple shopper incentive campaigns, San Pablo EDC has contributed to the rise of sales tax revenue in the City of San Pablo from $1.7M in 2012 to $3.7M in 2017. Regular business education workshops and technical advisory appointments are helping local businesses stabilize and grow.

$2 million in sales tax revenue growth (2012-2017)

Emanuel Gomez, owner of Las Montañas  Photo Credit: Marvin Soriano
COMMUNITY VITALITY

With a jobless rate of 20% in 2012, eliminating barriers to employment and supporting small businesses became San Pablo EDC’s top priorities. Since then, we have provided job skills training, affordable child care, and creative initiatives to support community well-being.

“We are honored to be nominated Small Business of the Year. It’s really boosted staff morale and I appreciate everyone’s support for our business!” - Zack Ho, owner of Rockin’ Crawfish

“Being an EDC member business has given us so much visibility in the community that in one campaign alone, we had 170 additional customers in three months. Their work directly improves our marketing reach by creatively targeting local customers. The bottom line impact means a lot to us a a small business.” - Dr. Evans, Animal Care Clinic

“My life has truly changed since Adrian’s injury. His father is still in prison for his wrongdoing. Now at 9, Adrian is severely handicapped. He has cerebral palsy due to his father’s violence. However, Removing Barriers is helping me erase my painful past, which I am so grateful for. Every day is a challenge for me, but also a big blessing.” - Maria P., Removing Barriers client

“A lot of doors began to open for me. It hasn’t even been a week, and I already have a full-time job and making a good wage because of the job training.” - Jacob S., HAZWOPER graduate

“It really helped to get hands on work experience, real life work skills, and learn about potential careers I’m now pursuing.” - Daniel L., RichmondBUILD graduate
ALL-AMERICA CITY WINNER

The City of San Pablo was awarded as California’s only All-America City winner in 2014 by the National Civic League. San Pablo EDC was specifically recognized for strengthening the community through our economic development efforts in and around San Pablo.

Photos by Bud Glick