Public Meeting Calendar

- City Council
  First and third Monday at 6:00 pm
- Planning Commission
  Fourth Tuesday at 6:30 pm
- SPEDC Board Meeting
  Third Wednesday, 6:00 pm at the SPEDC office: 13830 San Pablo Ave., Ste. D
- Safety Commission
  Last Wednesday of the month at 6:30 pm
- Youth Commission
  First and third Thursday at 5:00 pm

* All meetings are held in the City Council Chambers: 13831 San Pablo Avenue unless otherwise indicated.

Upcoming workshops and events for Workforce

Mar 19: All About Credit
Apr 16: Path to Financial Success
May 21: Auto Buying and Financing
Aug 20: ID Theft Prevention & Protection
Sep 17: Keys to College Financing
Oct 15: Psychology of Spending
Nov 19: Budgeting for Homeownership

UPCOMING BUSINESS WORKSHOPS & EVENTS
RSVP for all business events at www.sanpabloedc.eventbrite.com

Business Workshops, 4:00-5:30 PM
13830 San Pablo Ave, Suite D, San Pablo
• April 2: Business Planning Essentials
• June 4: Access to Business Capital
• August 6: Marketing Strategies for Success

Biz Networking, 5:30-7:30 PM
Holiday Inn Express, San Pablo Towne Center
• April 19 - Small Business of the Year Mixer

Shop Local Prize Campaigns
• May 2018: Local FIRST summer magazine
• Summer 2018: Local FIRST: Where’s Pablo?

UPCOMING COMMUNITY EVENTS
Egg Hunt
Saturday, March 24th: 10:00 – 11:30 am
Davis Park, 1651 Folsom Avenue

Movies Under the Stars
See pg. 5 for schedule

2017 CULTURE OF HEALTH
Bringing Home the Prize Celebration

On September 19, 2017, San Pablo was named a Robert Wood Johnson Foundation Culture of Health Prize winner. The prize is a tremendous honor for San Pablo, selected as one of just eight winning communities nationally, and the only community in California, from a field of 211 contenders.

WHAT IS THE PRIZE?
The Culture of Health Prize is about building a culture of equity in your community – that all may have a chance to shape and participate in increasing access to health.

HOW DID WE DO THIS?
This prize was possible because of who we are as a community – youth, seniors, workforce, businesses, nonprofits, civic leaders, police, city staff and elected officials. We showed how far San Pablo has come to create a safer, more engaged, healthier community.

It was a three-phase process that would not have been possible without so many members of the community, and those passionate about serving this community, coming together to tell San Pablo’s story.

WHY SAN PABLO?
San Pablo is a highly diverse, low-income community with a greater than its share of challenges, and yet, we confront our issues, discuss the best approach for overcoming them, and get to work on policy and programs that improve outcomes.

From Youth (Youth Commission, Beacon Schools Initiative, Childhood Obesity Prevention Task Force) to Business Support (workshops, technical assistance, campaigns), and from Creating Safe Places (School Resource Officers, Community Police Academy, Rumrill Sports Park) to Workforce (job training, job readiness, Removing Barriers), San Pablo is building a culture where everyone has an opportunity to participate in the local economy.

HOW WILL WE CELEBRATE?
Attend the City of San Pablo’s 4th of July event at El Portal Fields. There will be activities, ways to get involved and a video.
Youth, School & Community Partnerships Division Hosts Read-Ins at Bayview & Lake to Kick-Off African American History Month

IN CELEBRATION of African American History Month, the Youth, School & Community Partnerships Division partnered with Bayview and Lake Elementary School to host Read-Ins, bringing in African American professionals to read and spend time with students in the classroom. Students also participated in arts and crafts activities to celebrate African American history.

We would like to acknowledge the San Pablo Beacon Directors: Lakisha Hill (Bayview) and Diana Baires (Lake) who implemented the program with leadership from the parents and staff at each school.

Got Trash?

1. HOUSEHOLD HAZARDOUS WASTE FACILITY: Dispose of pesticides, TV, paint, motor and cooking oil, and other hazardous waste every Wednesday – Saturday 9 am to 4 pm (closed noon – 12:30 pm), at 101 Pittsburg Ave, Richmond. For more information please call: (925) 375-6057. The first 150 people will have games, arts and crafts, face painting, performances, community resources, and fun for the entire family! Make sure to join us on Saturday, March 10th, 11:00 am – 2:00 pm at Davis Park as we celebrate the renewed and improved Davis Park! This event is free and will have games, arts and crafts, face painting, performances, community resources, and fun for the entire family! Make sure to join us early as we will provide lunch for the first 150 people. For more information please call: (925) 375-6057.

3. CURBSIDE CLEANUP COLLECTION: Single family and duplex households are entitled to two curbside collections per year of up to 15 bags (35-40 gallons). To schedule a pick-up, please call Republic Services at (510) 262-7100.

4. CURBSIDE BULKY ITEM OR E-WASTE COLLECTION: Single family & duplex households are entitled to a curbside collection of one bulky item (i.e. furniture or appliance) or up to 5 electronic waste items (i.e. computer, TV, or phone) once a year. To schedule a pick-up, call Republic Services at 510-262-7100.

There are many FREE disposal options for San Pablo residents.

Let's Celebrate!

Join us on Saturday, March 10th from 11:00am until 2:00pm at Davis Park as we celebrate the renewed and improved Davis Park! This event is free and will have games, arts and crafts, face painting, performances, community resources, and fun for the entire family! Make sure to join us early as we will provide lunch for the first 150 people. For more information please call: (925) 375-6057.
Status on City’s Municipal Broadband Project

ON FEBRUARY 5, 2018, the San Pablo City Council received a project update on the City’s municipal broadband project. After nearly 3 years of pre-development work to develop this project for San Pablo, current construction market impacts and recent City-wide survey results of the San Pablo community at-large on supporting a future Community Facilities District (CFD) mechanism will not permit the project to be implemented at this time. Therefore, it is being temporarily postponed.

At a potential cost of between $11M - $13M for total project build-out, this is a significant cost for the City which does not have the necessary funds or the community’s support to establish a new funding mechanism to build it. However, the City Council has decided that more information is needed to be provided to the San Pablo community and did authorize a community outreach plan to inform residents of this important project, and its tremendous benefits. In time, the construction market considerations will stabilize and the City will be able to move forward with community support to build this project in the near future. Stay tuned in the coming months during 2018 for additional information on this important City-wide project to be sent to City residents.

Annual San Pablo Community Survey

LAST OCTOBER, the City conducted its annual San Pablo Community Survey. Below are a few highlights from the survey:

• City should continue efforts to turn San Pablo into a center for health care. This was one of the key findings from the latest annual survey with 84% of respondents agreeing with this notion with 54% strongly agreeing.

• Childhood obesity has become an epidemic in San Pablo. 80% of the respondents believe the City needs to continue to do all it can to address this epidemic; however, registered voters said they are not willing to support a new tax measure to address this challenge.

• Measure Q Extension. In June of 2012, San Pablo voters overwhelmingly authorized Measure Q, a sales tax measure to provide funding for public safety, job training for San Pablo residents in search of gainful employment, youth programs to deter San Pablo youth from ‘at-risk’ behaviors, and more. Measure Q “sunsets” in 2022. Over two thirds (68%) said they would vote to renew the funding Measure if such an initiative were to be placed on the local ballot.

• City-owned and operated fiber optics network. Likely “Take Rate” among San Pablo residents for a City-owned and operated fiber optics network (designed to bring telephone, television and the Internet to San Pablo residents businesses at light speed) continues to grow. In 2014, the ratio of San Pablo resident who said they would switch from their current provider to a City-owned Municipal Broadband network ranged between 50–56%. In 2016, it had grown to between 59% and 67%. Today, it ranges between 71%–77%.

For survey results, please visit: www.sanpabloca.gov
Plaza San Pablo, the City’s largest redevelopment project, is coming along nicely. The once mobile home park was acquired and assembled by the former Redevelopment Agency to eliminate blighting conditions. The community vision included a comprehensive redevelopment of the area to create a local and regional mixed-use destination as part of the overall vision for revitalization of the San Pablo Avenue Corridor. Plaza San Pablo is home to the West County Health Clinic, the new San Pablo Library and a Walgreens, and will be the future home of a clinic expansion, a new Women, Infants and Children Building and the new San Pablo City Hall.

ROADWAY IMPROVEMENTS
A while ago, City Council accepted Phase 1 and 2 roadway improvements in Plaza San Pablo. Phases 1 and 2 included off-site improvements including extending Chattleton Lane, installation of the roundabout and construction of the iconic fountain. Phases 3 and 4, which finishes out all off-site improvements in Plaza San Pablo is currently in progress and is expected to be completed very soon.

WIC BUILDING
The new 7,500 square foot Women, Infant and Children (WIC) building is quickly taking shape. The project has gone “vertical” and the physical structure has risen from the ground. The new building is at the end of Gateway Avenue behind the County parking structure and is scheduled to be complete by August. The new WIC building will be a great addition to Plaza San Pablo and will provide San Pablo mothers and children the resources they need.

FUTURE CITY HALL
The much anticipated New San Pablo City Hall is slowly becoming a reality. Earlier this year, the City awarded the design-build contract to C. Overaa & Co. The new 42,000 square foot two-story City Hall building will be LEED Silver and will house most City functions under one roof. The City is planning a groundbreaking ceremony in April, with project completion in late 2019.

WCHC EXPANSION
The Contra Costa Health Services Department will construct a two-story, 20,700 square foot building on the block of land located between San Pablo Avenue and the existing West County Health Center. The building will house Behavioral Health Services for Children and Adults. Its structure and color scheme will complement the award-winning design of the West County Health Center to which it will be connected with a covered walkway.
Community Services Calendar

Spring Egg Hunt
Join us on Saturday, March 24th from 10:00am until 11:30am at Davis Park. Hunt for eggs, meet the spring bunny and make crafts. This free event is open to youth ages 12 and under and will be held rain or shine! The hunts will be divided into age groups and will follow the schedule below:
0 - 2 year olds at 10:15
3 - 5 year olds at 10:30
6 - 8 year olds at 10:45
9 - 12 year olds at 11:00

Movies Under the Stars
Join us this summer at the San Pablo Community Center to watch movies on the following Fridays:
• June 22nd
• July 6th
• July 20th
• August 3rd and
• August 17th
The event will start at 6:30 with activities and games before the movie begins. Popcorn and snacks will be available for purchase. Bring your lawn chairs and blankets and enjoy a movie under the stars. For more information, please call 510-215-3080.
EDC Sponsor Spotlight: MCE Clean Energy

MCE is San Pablo EDC’s Official Energy Partner. MCE is California’s first Community Choice Aggregation program, serving the greater Bay Area since 2010. With the help of local leadership, champion businesses, and San Pablo residents, MCE redefined the local energy landscape and created choices for ourselves where there were none before. They are having an enormous impact on greenhouse gas reduction, rate stability, and new, local renewable projects – all without compromising service or reliability.

San Pablo’s MCE customers have joined in on a path for a cleaner planet by reducing their carbon footprint and helping their communities lower their greenhouse gas emissions. In addition to cleaner energy choice, MCE offers rebates, technical assistance and financing for energy efficiency projects for businesses and multifamily properties.

Ultimately, what drives MCE is the same purpose that we all share. What MCE has learned from its success is that great things happen when they empower communities to create their own choices.

Energy Savings

1: RISING SUN
Free “Green House Calls”
Rising Sun Energy Center is proud to partner with the City of San Pablo to offer FREE energy and water conservation services to help you save money on your utility bills.

During your Green House Call appointment, you will receive at no-cost:
- Home energy and water efficiency assessment, and customized report
- Installation of efficient LED light bulbs, showerheads, and faucet aerators
- Installation of Advanced Power Strip™
- Toilet leak detection test

Appointments are available from July 3rd - August 9th, 2018. Space is limited. Sign up for your Green House Call today! (510) 665-1501, ext. 300 /risingunenergy.org/program/green-house-call-residents/#ghc-form

*While supplies last. Approx. a $50 value.

For the average household, Deep Green 100% renewable energy is just $4 more per month than your standard service. You can find out how much Deep Green 100% renewable will cost you by looking at your bill. Find your “Total Usage” (kWh), usually in the top right corner. Multiply that number by $0.01 to calculate the additional amount you would have paid for Deep Green that month.

2: MCE
#LivingLightly with MCE
Join the City of San Pablo in the 100% clean energy movement and #LivingLightly. For just a few dollars more per month, you can receive 100% clean electricity and make a big impact on the planet.

Two local youth carrying out a Green House Call appointment.

For more information:
- Visit www.mcecleanenergy.org/LivingLightly

San Pablo EDC Removing Barriers Support Programs
Scholarships available

Removing Barriers Job Readiness Program
Get ready to succeed in a career!
- Session 1 (March 26–March 29) & Session 2 (May 28–May 31) @ 13830 San Pablo Ave, Suite D, San Pablo

Rising Sun Energy Center is San Pablo’s local energy landscape and created choices for ourselves where there were none before. They are having an enormous impact on greenhouse gas reduction, rate stability, and new, local renewable projects – all without compromising service or reliability.

San Pablo’s MCE customers have joined in on a path for a cleaner planet by reducing their carbon footprint and helping their communities lower their greenhouse gas emissions. In addition to cleaner energy choice, MCE offers rebates, technical assistance and financing for energy efficiency projects for businesses and multifamily properties.

Ultimately, what drives MCE is the same purpose that we all share. What MCE has learned from its success is that great things happen when they empower communities to create their own choices.
Small Biz Feature
Kelly-Moore Paints

KELLY-MOORE Paints San Pablo is getting Small Business of the Year nominations. That is to be expected considering their consistent participation in community service and focus on hiring locally.

“Exemplary customer service!” one person writes. “Generous and communal!” another comments.

Humble manager Jaime Rascon is the driving force behind the community’s love of this local business. He is a bonafide San Pablo community leader, whether it’s gathering winter coats for the homeless or participating on the Rotary’s Home Team which helps complete small home repairs for seniors.

Rascon, a lifelong San Pablo native and president-elect of the San Pablo Rotary Club, is always looking to help out however he is needed.

“I want the City to do well, and I participate where I can,” Rascon says when questioned what motivates his altruism.

Most recently, Rascon championed Kelly-Moore’s involvement Love Your Block program. Jaime helped plan the renovations of three separate locations and provided the paint necessary to complete the projects. Rascon helps fulfill Kelly-Moore’s mission every day and is one of the many reasons San Pablo’s future looks bright.

Road to Rewards

Congratulations to our Road to Rewards winners!

$1,000 went to winners who participated in Road to Rewards thanks to the generosity of 1st NorCal Credit Union. Congratulations to Malou Bayog, winner of the Road to Rewards $500 grand prize! She selected Las Montañas. The FIVE lucky $100 winners selected gift cards to Noodle 21, Ocotes Grill, Rockin’ Crawfish, Lotus Blossom Spa, and Blue Bay Thai. Stay tuned for our upcoming shop local campaign, called “Where’s Pablo?”, a children’s educational program to win prizes to local businesses.

Many of our residents face significant barriers to employment. Removing Barriers continues to help eliminate these barriers through multiple services.

The Kaiser Permanente Northern California Community Benefit Grant allows San Pablo EDC to provide Removing Barriers services to grant-qualified clients from anywhere in the Bay Area with an emphasis on youth.

Ana, one of our Kaiser Permanente grant recipients currently removing some tattoos, spoke with us.

Tell me about your tattoos.

I was young and dumb. I also thought I was in love. It was one of those spontaneous decisions.

What motivates you and where do you see yourself in 5 years?

My family, my mom and trying to be the best for myself motivate me. In 5 years, I see myself trying to have a family, having a steady job and a house of my own.

How has Removing Barriers helped you?

Removing Barriers has not only helped me remove my tattoos, but also remove a part of my past. I think I will have better relationships in the future and will look more professional. Thanks to the Kaiser Permanente grant, these removals are no longer an issue money-wise. I wouldn’t have been able to afford removal without it!

GET READY to land a career with our Removing Barriers Job Readiness workshop! You will be equipped with essential skills such as financial literacy, networking and interviewing.

You will also be connected to additional resources and training placement. The cohort takes place March 26 – 29.

Register at tinyurl.com/rbcohort18 or call 510-215-3200.
WITH only one income to support his household of four, and his wife trying to go back to school, Channara Mean, a San Pablo resident, saw his chance to bring home a steady paycheck through commercial truck driving.

Channara came to the San Pablo EDC to enroll in job training funded by Measure Q that would provide him with a family-wage career that includes benefits. While working full-time, Channara entered the MTS Training Academy and completed his classroom and field training. After landing a job with Earl’s Organic Produce earning $4.00 more per hour with full benefits, he has just reported his first raise.

MTS Training Academy is one of the EDC’s partners offering Class A and Class B commercial license training, as well as school bus and transit operations. Once MTS graduates receive their license, they may become employee-owners of Michael’s Transportation Services.

“If someone is offering you that opportunity, you got to take advantage of it. Not too many of them are going to come. I got my priorities straight. I had to do it for my kids to be able to provide for them. I kept them in mind throughout the process. There is a lot of testing and a lot of gears to learn – some of these trucks have 36, 18, 10 gears, and you have to learn them all. But with my motivation, I did it. I make a good wage and I receive full benefits, including health, dental, and vision. I even get a stipend for my cell phone.”

Small Business of the Year 2018

SUPPORT your favorite local biz by nominating them for San Pablo Small Business of the Year and enter to WIN $100! www.surveymonkey.com/r/sboty18. Voting closes the first week of March. The winning business receives over $10,000 in marketing benefits. That’s a huge boost! Local business equals local jobs. Go Local FIRST and support a San Pablo biz.

Year of Possibilities 2018

EVERY YEAR, City of San Pablo employees select a theme they hope to be representative of their year ahead working with and serving the residents from San Pablo, the nonprofits and agencies who serve San Pablo, and businesses working to make San Pablo a great place to do business.

For 2018, the City Council reviewed the top themes considered and supported the selection of Year of Possibilities.

Following San Pablo’s win of the Robert Wood Johnson Foundation’s Culture of Health Prize where so many members of the community came together to tell San Pablo’s story, City Council see 2018 as a year open to unlimited opportunities for us all to work together to make this a strong, healthy, multi-cultural community where everyone who desires it will have a voice in shaping our future.