

SAN PABLO ALL-AMERICA CITY

CITY OF NEW DIRECTIONS



WE ARE SAN PABLO

- Following a national award for incorporating a health element into its general plan, the City learned of the theme for NCL's All-America City Award and got inspired.
- The City of San Pablo formed a delegation of 27 members, composed of community members, civic leaders, business owners and staff to present our story of positive change at the All-America City Award Conference in Denver, CO



A STORY OF TRANSFORMATION

- From a dangerous corridors to community driven solutions with “Complete Streets”
- From one of the highest levels of unemployment in the San Francisco Bay Area (22%) to 13.9%
- From the murder capital per capita in the US in 1996 to zero homicides in 2013
- From gang activity and “us/them” disconnect with youth, to the GREAT, Young Explorers and YES Units running at capacity with the San Pablo PD
- From little community and green space to a new park and community center, Nutrition Olympics and Random Acts of Recreation



A CITY OF NEW DIRECTIONS – THREE ELEMENTS

- Adoption of the national award winning Health Element, “Healthy Eating, Active Living” (H.E.A.L).
- Creation of the San Pablo Economic Development Corporation (SPEDC).
- Implementation of the San Pablo Police Department’s Community Partnerships (SPPD).



HEALTHY EATING, ACTIVE LIVING (H.E.A.L)

- Public Health Division found that the County's adult obesity and overweight rate (60.1%) was significantly higher than the Bay Area's average (51.2%). Furthermore, San Pablo's elementary schools had the highest percentage of overweight fifth graders in the West Contra Costa Unified School District and the third highest percentage in the State of California.
- Compelled by the overwhelming statistics listed above, a group of residents, non-profits and government organizations have come together to form the Childhood Obesity Prevention Task Force, to bring awareness and collectively provide resources to combat childhood obesity and all the associated problems that come with this.



HEALTHY EATING, ACTIVE LIVING (H.E.A.L)

- Since its formation in 2011 San Pablo Farmer's Market has provided the community with fresh food options, support for local farmers, and a safe gathering spot on the weekends, and stronger ties amongst community.
- The finished San Pablo Community Center is the City's first community center. It is meant to be a multigenerational community gathering place that includes flexible multipurpose classrooms, a lobby with coffee bar, computer lab, youth room, a large community room that opens onto the entry courtyard, and a children's play area.
- In 2013, the Health Element was awarded the 2013 National Planning Achievement Award for Environmental Planning by the American Planning Association in recognition of its realistic goals to address the community's growing health issues. While we are elated by such honor, elected officials and residents alike recognize that there is still more to be done to ensure a brighter future.



SAN PABLO ECONOMIC DEVELOPMENT CORPORATION (SPEDC)

- According to BLS data, at its height, San Pablo had an unemployment rate of approximately 22% (October 2009). As of December 2013, San Pablo's unemployment rate was 13.1%.
- Our residents stand in stark contrast to the rest of Contra Costa County with 28% of residents who have not obtained a high school diploma, versus 12% of county residents. Just 17% of San Pablo residents have obtained a bachelor's, graduate, or professional degree compared to almost 40% of county residents.



SAN PABLO ECONOMIC DEVELOPMENT CORPORATION (SPEDC)

- To date, the SPEDC has trained 52 people through RichmondBUILD in areas such as construction, carpentry, renewable energy, electrical, and HazWopper for an average hourly wage of just under \$18.
- With Contra Costa Community College's FLOW or Forklift Logistics Operations Warehouse program, 10 residents have been trained earning an average of \$13.50 an hour.
- In April 2013, the SPEDC partnered with the City of San Pablo and New Skin Adult Tattoo Removal to launch its novel program, Removing Barriers. It is a multi-purpose job readiness and adult tattoo removal program that removes visible and skills barriers to employment.
- To date, the Removing Barriers program has served 145 clients and has received press from around the world, including a live segment on the Fox Career Accelerator after they picked it up from the Huffington Post.



SAN PABLO PD & COMMUNITY ENGAGEMENT

- The Y.E.S. Unit provides part-time services to our 6 elementary schools and one full-time officer at our middle school. The unit provides classes to all children in San Pablo schools; grades three through seven. Topics include the proper use of 911, 'Good Touch, Bad Touch,' bullying, drug and gang prevention, goal setting, life skills, and leadership.
- In 2010, the Y.E.S. Unit introduced the Gang Resistance Education and Training (G.R.E.A.T.) Program to San Pablo 6th graders. The 13-lesson program is a school-based law enforcement officer-instructed classroom program that is designed to teach students gang, drug and bullying prevention by establishing self-awareness and leadership traits.
- Get Ready 5th Grade Bay Area (GR5) is a disaster preparedness program that fosters the importance of creating change in a family's emergency preparedness through the efforts of the children in a household.



SAN PABLO POLICE DEPT & COMMUNITY SERVICES

- Great pride is taken in the Citizen Police Academy to educate our public on how over dramatized law enforcement television shows portray the profession when brave men and women are dedicated to serve and protect the community. In 2013, two academies were held with a total of 25 graduating participants.
- For the first time since 1986, San Pablo had zero homicides and experienced significant crime reductions in every category of reportable crime compared to 2012.
- Property crime went down 20% and violent crime went down 27% from the prior year. Traffic safety also improved; there were no fatal collisions in 2013, minor injury crashes decreased by 10%, and there was a 19% reduction in property damage collisions.



THE DELEGATION AND AWARD

- After putting together a 27-person delegation composed primarily of residents, job training participants and business owners, San Pablo became the only California city to be named a 2014 All-America City.



THE DELEGATION AND AWARD

- San Pablo's story of humble, community-driven transformation earned the country's most prestigious award for outstanding, community-based civic accomplishment.



WHAT'S NEXT
