

Measure HH Public Meeting

September 2021, Brightline Defense



brightline
DEFENSE

History of Measure HH

Measure HH applies an annual Parcel Tax of \$2.50 per square foot on any Commercial Office Real Estate Property which exceeds 25,000 square feet in total size

- Passed in 2018 with 79.58% support from the community.
- Majority of all revenues to be used for workforce development programs, primarily in building trades and STEM-related fields.
- Minimum of 35% of all revenues generated by Measure HH must be used exclusively for the construction of new, affordable housing stock.
- Maximum of 15% of revenue may be used for city staff and overhead costs to administer and provide annual reporting on the ordinance.

How did we get here?

Through an RFP (Request for Proposal) process, the City has hired two consulting teams to address East Palo Alto's key workforce development initiatives. Since October, 2020, both teams have conducted research through comparative analysis and stakeholder interviews to

- Measure HH – Brightline Defense
 - Tasked with identifying and recommending a selection of programs for City Council to consider for funding through HH
 - Conclusions to date to be presented at today's meeting
- First Source Hiring – Emerald Cities Collective
 - Tasked with analyzing EPA's current First Source Hiring program, and presenting possible changes best on an analysis of best practices across the country
 - Conclusions to date to be presented at the end of this month

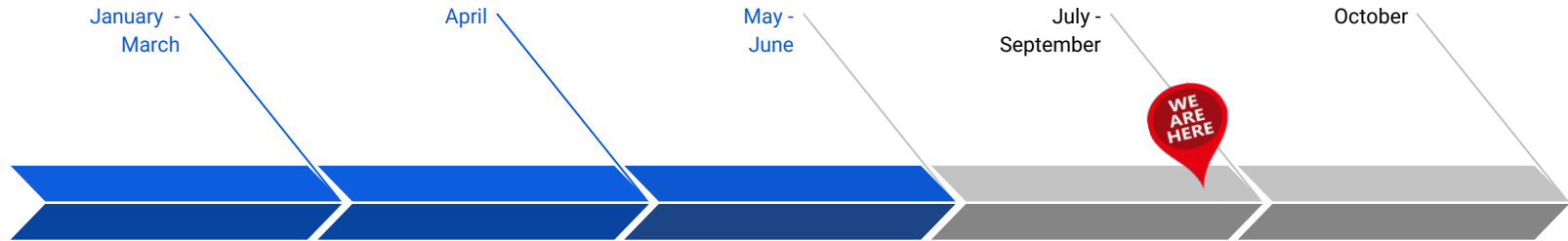
About Brightline Defense

Brightline is an environmental justice nonprofit from the Bay Area. With a team composed of legal experts, policy specialists, and community organizers, we conduct policy research and analysis to advance environmental justice and ensure local job creation.



Brightline also has ongoing programs in job training and air quality monitoring for underserved communities.

Timeline



Entry and Research

Jan 27, 2021 - Brightline signed onto Measure HH

Feb & April - conducting research on existing workforce programs

Coordinated Outreach

Coordinated meetings with key stakeholders

Presented draft recommendations to stakeholders

Community Outreach

Met with local government on access to job opportunities

Develop Initial Draft of Measure HH and First Hire recommendations

Draft Recommendations

Present draft recommendations on Measure HH to EPA City Council on July 20th

Public Meeting on September 8 to present recommendations

Council Presentation

Review final recommendations

Final joint council study session on October 26, 2021

Target Areas

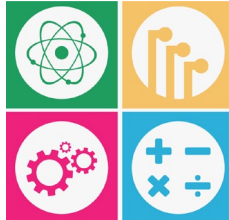
Building Trades

Construction trades pre-apprenticeships are an accessible entry point for higher paying jobs



STEM/ Technology

Still an uphill battle, but opportunities exist to create alternative career paths via internships, apprenticeship programs, coding academies, etc.



Life Sciences/ Biotech

Offers opportunities for middle to high income employment without requiring highly specialized training or education



Entrepreneurship

Supporting local small businesses provides an alternative path to upward mobility and strengthens the community as a whole

Options Summary

Building Trades	1.1 Pre-Apprenticeship (External Organization) 1.2 Pre-Apprenticeship (Designed and run by City)
STEM/Technology	2.1 Internship (External Organization) 2.2 Internship (Designed and run by City) 2.3 Individual Education 2.4 Apprenticeship
Life Sciences/Biotech	3.1 Focus on Job Training (External Organization)
Entrepreneurship	4.1 Small Business Grants

Building Trades

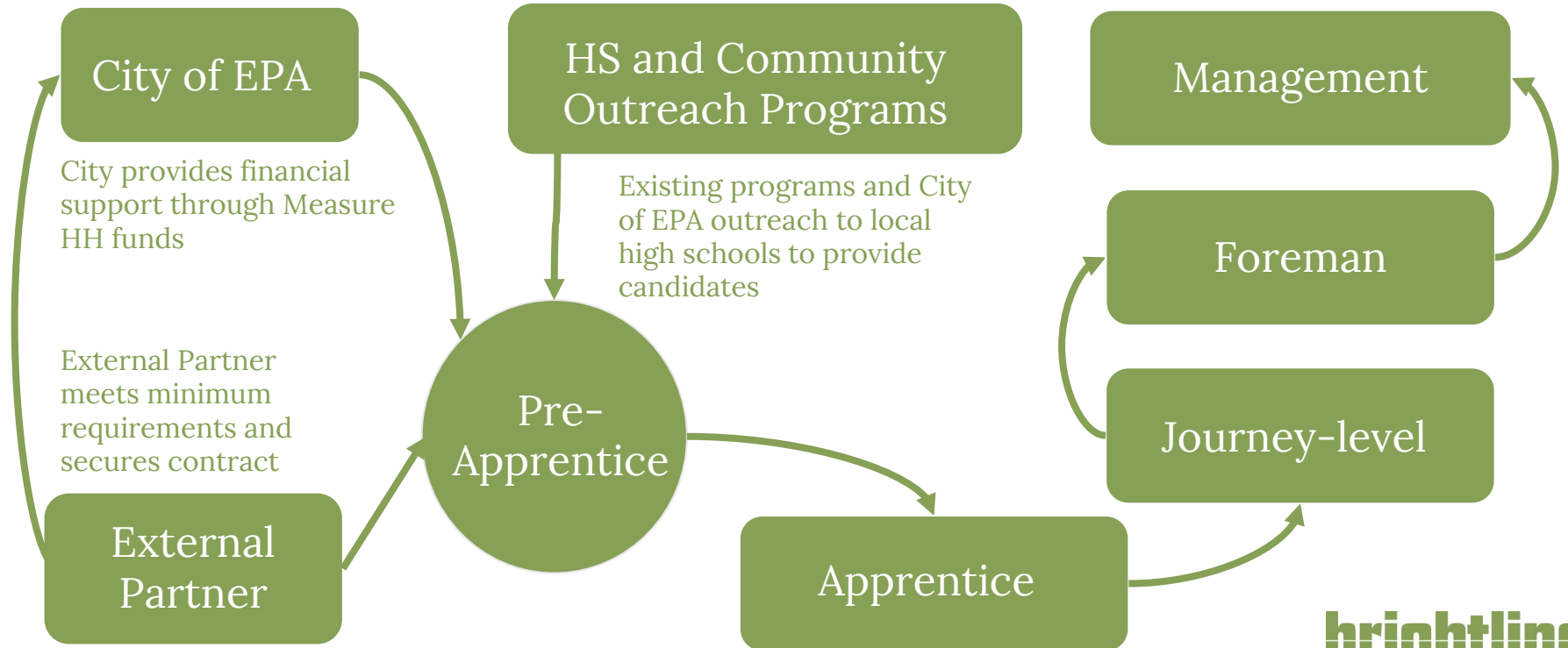
1.1 Pre-Apprenticeship - Contract with an external organization

- City Council would establish minimum eligibility criteria organizations must meet to be considered for Measure HH funding.
- Funding will be approved through a competitive bidding process. Only organizations with a proven track record and a results-driven plan for success will be considered.
- Programs would focus on attracting residents aged 18-26. Recruitment would come through local job training organizations and a City-sponsored advertising initiative in conjunction with local high schools.
- Measure HH funds would also be used to provide a financial supplement to resident candidates who are accepted to an approved pre-apprenticeship program.



Building Trades

1.1 Pre-Apprenticeship - Contract with an external organization



Building Trades

1.2 Pre-Apprenticeship - Develop and run an EPA-specific program

- City Staff would design, and City Council would approve the funding of, an independent pre-apprenticeship program paid for and run by the City of East Palo Alto.
- An administrative staff would be hired along with faculty, facilities, and other necessary personnel. Funds would also be used to secure office space, furniture, equipment, etc.
- A training program would be implemented with a curriculum designed to prepare residents for any number of apprenticeship programs, with a focus on broad exposure to several building trades as well as education in construction-related math skills.
- The Program Director, with assistance from City staff, would be charged with developing relationships with local business interests, charitable interests, and other governmental agencies which might provide additional funds or job opportunities for graduates. The Director and Staff should additionally seek additional federal funding for the program.

STEM/Technology Careers

2.1 Internship - Contract with an external organization

- City Council would establish minimum eligibility criteria organizations must meet to be considered for Measure HH funding.
- An administrator would be designated by the City to handle publicity and recruitment, identify candidates for submission to approved programs, and act as a liaison between candidates and organizations.
- The program would focus on young adults between 18 and 30 years old with a minimum of a High School diploma or GED, and with preference given to candidates with a Bachelor's Degree.
- Approved candidates would receive a stipend for the duration of the internship to offset a portion of any lost wages incurred while participating.

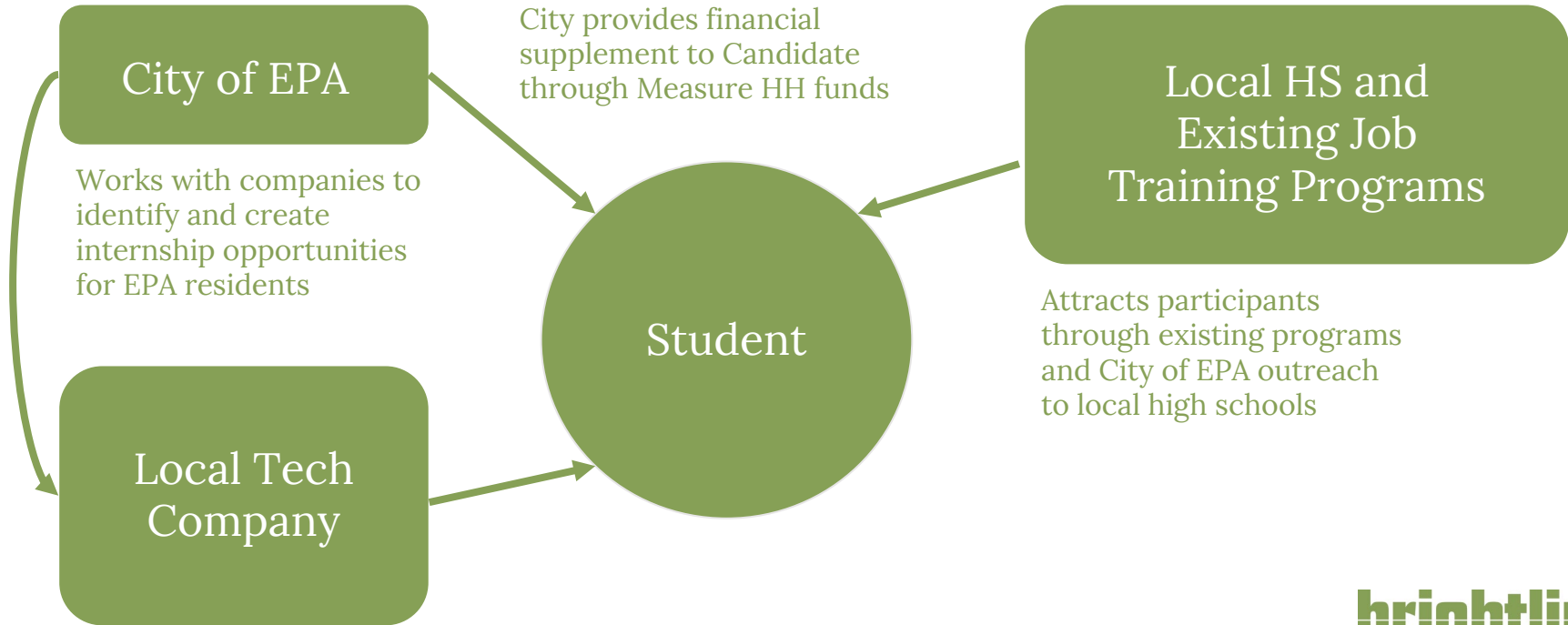
STEM/Technology Careers

2.2 Internship - Develop and run an EPA-specific program

- City staff would design, and City Council would approve the funding of, an administrative position or positions to work directly with existing tech companies in and around East Palo Alto to create internship opportunities specifically for qualified East Palo Alto residents.
- Administrator(s) would be tasked with managing both sides of the relationship — creating internship opportunities with local companies, and recruiting and identifying candidates for those positions.
- The program would focus on young adults between 18 and 30 years old with a minimum of a High School diploma or GED, and with preference given to candidates with a Bachelor's Degree.
- Approved candidates would receive a stipend for the duration of the internship to offset a portion of any lost wages incurred while participating.

STEM/Technology Careers

2.2 Internship - Develop and run an EPA-specific program



STEM/Technology Careers

2.3 Individual Education (coding academies, scholarships, independent study)

- City Council would establish minimum eligibility criteria individuals and organizations must meet to be considered for Measure HH funding.
- Measure HH funds would be made available to assist EPA residents in paying for independent study programs. Additionally, funds would be made available to local coding academies to cover expenses to provide training to residents.
- For individuals, they would be required to fill out an Individual Study Application (ISA), designed by City staff for approval by the City Council. A list of pre-approved certification programs would also be generated and maintained by staff.
- This program would also create a case manager position to track the progress of both ISA recipients as well as coding academy graduates to assist them with job search, networking, and soft skills training. This position might also be contracted out to an existing job training center.

STEM/Technology Careers

2.4 Apprenticeship

- City Council would establish minimum eligibility criteria organizations must meet to be considered for Measure HH funding.
- An administrator would be designated by the City to handle publicity and recruitment, identify candidates for submission to approved programs, and act as a liaison between candidates and organizations.
- The program would focus on all East Palo Alto residents with a minimum of a High School diploma or GED, and with preference given to candidates with a Bachelor's Degree.
- Approved candidates would receive a stipend for the duration of the training portion of any apprenticeship program to offset a portion of any lost wages incurred while participating.



Life Sciences/Biotech

3.1 Candidate Training - Contract with an external partner

- Measure HH revenues would be used to fund existing programs through local organizations to train residents in Life Sciences jobs.
- City Council would establish minimum eligibility criteria organizations must meet
- This program would focus primarily on funding approval for existing job programs that demonstrate an ability to train qualified candidates who can work for the life sciences and biotech companies anticipated to be moving into new developments in EPA.



Entrepreneurship

4.1 Grant-Based Funding



- Developers seeking approval for new projects in EPA have professed a commitment to include rent-free space set aside for resident small businesses and entrepreneurs. A grant program would be designed to boost the viability and resources of these businesses so that they may take advantage of these community spaces to grow their businesses.
- City Council would approve a set amount of money from Measure HH funds to be distributed as grants to new businesses and existing small businesses with less than two years of operation. City Council would set a limit on the size of all grants.
- Approved applicants would meet certain standards. Examples may include:
 - Company has a written business plan for review at the time of application
 - Business has sufficient funding or revenues to continue operating for at least another [6] months
 - Grant money would be restricted to costs associated with creating a brick-and-mortar storefront provided by new development, i.e. furnishings and fixtures, new inventory, staffing, advertising, etc.

Stakeholders



renaissance
entrepreneurship center



What's Next?

- 1. September 29th at 4pm - Emerald Cities Collaborative Workshop on First Source Hiring.**
(Zoom link will be posted soon on the city website & social media)
- 1. October 26th - City Council Study Session joint information with Emerald Cities Collaborative and First Source Hiring**

Q & A

PLEASE SIGN IN USING LINK IN CHAT