

WHITE PAPER

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# BUILDING A HEALTHIER VALLEJO SUPPORTING NEIGHBORS IN NEED

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## **Healthy Vallejo Community Support Services, Inc.**

**Mission:** The Mission of Healthy Vallejo Community Support Services, Inc. is to meet and support the overall medical, health, social, educational, employment and economic well-being and needs of the poor, underserved and indigent families of the City of Vallejo and surrounding communities.

**Purpose:** Our purpose is provide access to Medical Care, Health Education, Healthy Food, Social Engagement, Employment and Financial Literacy to those in need

**ISSUE:** The North Vallejo Country Club Crest neighborhood also known as “The Crest” has a reputation of being one the most violent and underserved communities in the City of Vallejo’s history. The Crest also houses many elderly residents and low-income families who do not possess the means to keep their neighborhood clean. Resulting damages to properties, along with unsightly trash and debris have reduced home prices and the City of Vallejo property tax roll, affecting the entire Vallejo community. True neighborly spirit requires community wide help to clean the area and support neighbors in need. Many youth and young adults coming from low-income families face significant barriers. They are disconnected or at-risk, including those from the foster care system, the juvenile justice system, and those who do not have the right to work documents.

The Transitional Aged Youth Initiative estimates that of the 12,400 Vallejo students, approximately 2,000 youth and young adults are neither working nor enrolled in school. They estimate an additional 800 youth ages 14-24 are undocumented with little or no legal options for employment. Business, government and industry partners have strongly expressed their support for this initiative. This district’s average testing ranking is 2/10, which is in the bottom 50% of public schools in California. Unemployment in Vallejo remains the highest in the SF Bay area at 5.4 %, significantly reducing the potential for earning income community wide (1). Youth are affected because their employability lacks education aimed at available jobs, a peer network of job seekers, and a sense of purpose, resulting in truancy, violence and misdirection. Since the closure of Mare Island Shipyard in 1996 many families have been impacted in Vallejo and it has brought additional economic hardship to the Crest community. There are currently no major grocery stores, restaurants, or medical offices within a two and a half to three mile distance, leaving families subject to local disparities. Nonetheless, at this same time, job openings are reopening: job growth out-paces resources in areas such as Environmental Science and Construction, which currently ranks 4<sup>th</sup> of the 30 highest job growth markets.

### **Solution: Combine The Need for Youth Employment with Environmental Cleanup and Green Construction in the Vallejo Crest Community:**

Solutions to resolve this issue must be based on proven strategies: One such program, the San Francisco Youth Jobs+ more than tripled its job placements from 2,000 to 6,817 jobs in three years (4). This increase also sustained with the later San Francisco Mayor’s Youth Employment Program (MYEP). Its structure could be replicated for Healthy Vallejo using pooled funding from private corporations, foundations, Environmental Cleanup organizations, Workforce

Investment Board Youth Employment Services, Solano County Office of Education and Social Services Youth Employment. Since many elderly live in the Vallejo Country Club Crest area, the Solano Older and Disabled Adult Services program may fund home restoration as needed. Additionally, the Solano Weatherization program can offer funding for repairs of eligible homes. In total, 4000 homes, and the few business locations in the surrounding area could be cleaned up, repaired and beautified by the youth over the period of summer and fall of 2021 through summer 2023. This project is requiring employing an estimated 30 youth and young adults @ \$14.00/hour four site managers, @ \$23/ hour, and one project manager @ \$7,000.00 per month. This cost, including equipment and total set up, and each intern working 260 days, is a total cost of \$997,564. 00

## **EXPECTED OUTCOMES: HOME QUALITY IN THE CREST EXPECTED TO RISE 8% over one year:**

Repairing 4,000 homes and surrounding local business areas, and cleaning yards will **increase property values by \$88 million**, returning the initial investment 80 times over. ROI measures will be conducted in real time during clean-up and for 12 months thereafter using Realtor data. Two six month follow up reviews will determine if a second phase of clean-up for the 2022-2023 summer is deemed necessary. In 2022, homes that have fallen in despair again will be taken off the roster for clean-up. An environmental cleanup education program will enable residents to take care of their properties. As a result, property values will not only increase but remain stable at a higher level while the quality of life improves for residents.

1. California Employment Development Department, Monthly Labor Force Data For Counties
2. Searle, R., Erdogan, B Peiro U.C.2014 What We Know about Youth Employment. International Affairs Committee of the Society for Industrial and Organizational Psychology
3. U.S. Department of Labor Bureau of Labor Statistics. Occupational Outlook Handbook 2016 edition
4. San Francisco Mayor's Office: Mayor Youth Employment Program (MYEP) Summers Jobs + Online Presentation-accessed on the Web

## **Tactical Marketing and Business Plan**

### **Healthy Vallejo: Presented by Anthony E. Summers**

#### **Tactical Marketing and Business Plan Healthy Vallejo CSSI**

The North Vallejo Country Club Crest neighborhood houses many elderly residents and low-income families who do not possess the means to keep their neighborhood clean. Resulting damages to properties, along with unsightly trash and debris have reduced home

prices and the City of Vallejo property tax roll, affecting the entire Vallejo community. Clean-Up and property maintenance will significantly increase property values resulting in higher property tax rolls in future years. Clean-Up and Waste Management education for residents provided by employed youth working as Zero Waste Specialist and Green Construction Interns will foster a clean environment and improve employment rates in the City of Vallejo.

**PLAN OVERVIEW AND PRACTICE:** Employ out of school youth and young adults as Zero Waste Specialist and Green Construction Interns to Healthy Vallejo Community Support Services, Inc. for Cleaning-Up Vallejo's Country Club Crest. July 2021 to September 2023.

**Name of Campaign: Healthy Vallejo's Community Clean-Up Project**

**Campaign Manager: Anthony Summers, Executive Director Healthy Vallejo Community Support Services, Inc./Lead Pastor Impact Bible Ministries**

**Subject Matter Expert:**

**Marion Aiken, Solano County WIB**

**Dr. Stephan Betz, Former Director Health and Human Services, Sonoma County; Former Asst. Director Solano County Health and Social Services**

## **OBJECTIVES AND PARTICIPANTS**

Certify and employ 30 out of school youth and young adults as Zero Waste Specialist and Green Construction Interns through Healthy Vallejo Community Support Services, Inc. to clean the environment around and in the 4,000 participating homes and the limited number of small businesses in Vallejo's Country Club Crest area.

Solano County Office of Education will be the employer of record for youth with problems in their past with law enforcement or have been "out of school" for one hundred hours. They will also assist in recruiting youth and young adults from the Vallejo and Solano County areas. Healthy Vallejo Community Support Services, Inc. will be the employer of record for all youth and young adults with no infractions with law enforcement, those who do not qualify with SCOE and additional staff. One of the goals and objectives for HVCSSI is that the young people to take positive ownership, pride in their work, as well as responsibility for their community.

Recology Inc. and City of Vallejo Waste Management/Public Works Department is supporting the project by providing flyers and waste boxes throughout the City of Vallejo for the project.

The Workforce Investment Board (WIB) of Solano County and the Solano County Office of Education will provide wages for eligible youth and young adults through its “Out of School” youth and young adult program. They will also assist in recruitment of youth and young adult students leaving high school as well and again those who have been out of school for at least six months.

The Solano County Social Services Department will provide stipend and wages to youth and young adults through its Cal-Learn and CalWORKs program.

Vallejo Police and the Solano County Probation Departments will refer youth and young adults on Probation or had incidents with law enforcement, who may qualify for the program as appropriate. Probation will also sponsor some youth with no criminal history.

Oregon State University’s Recycling 101 course and or Green Business Certification, Inc. will provide a Zero Waste Business Associate Certification to students who attend the course and pass an exam

Financial Strength Planning and Healthy Vallejo Community Support Services, Inc. will provide financial literacy instructions and certificates for those who complete the classes

## **TARGET MARKET**

Youth and Young Adults from low income families who need employment, are out of school, have left high school, are on probation and have a vested interest in a clean Vallejo, ages 16-24. The youth and young adults will educate Country Club Crest residents in best waste management practices, if necessary attain a GED in Solano County’s Office of Education’s “Out Of School” youth program and be certified as Zero Waste Specialist and Green Construction Interns.

## **PRODUCT DEMOGRAPHICS**

The campaign targets solid waste removal experience, home repairing skills and zero waste education for youth and young adults prepares them to attain gainful employment as Zero Waste Specialist and Green Construction Interns in the waste management and construction industries.

## **TARGET CONTACT DEMOGRAPHICS**

The campaign targets seniors and low-income residents of the Vallejo Country Club Crest area to educate in recycling practices and participate in a zero waste focused program.

## **SUMMARY AND COST**

In total, 4000 homes and local business areas can be cleaned up, repaired and beautified between 2021 and 2023 requiring employing an estimated 30 youth and young adults at \$14.00 per hour, 30 hours weekly, four site managers, at \$23 per hour, and one project manager for \$7,000.00 per month. This cost is with each intern with 260 working days for a total cost of \$997,564.00

## **CALL TO ACTION**

The Participants forge agreements with Solano County Office of Education and Healthy Vallejo Community Support Services, Inc. to provide gainful employment and outreach activities for 30 youth and young adults operating as Zero Waste Specialist and Green Construction Interns. The Vallejo Country Club Crest residents follow a well maintained and sustainable solid waste, recycling, zero waste and construction program.

## **DESIRED OUTCOME:**

4000 homes and streets in the Vallejo Country Club Crest are beautified.

30 youth and young adults gain skills for permanent employment as Zero Waste Specialist and Green Construction Apprentice.

## **PROCESS:**

Planning Phase: June 7, 2021 through July 31, 2021. All Participants hold weekly meeting to design the Zero Waste Specialist and Green Intern "Earn and Learn" Program.

1. Healthy Vallejo utilizes the Oregon State University's Recycling 101 or Green Business Certification Online certification program that allows youth and young adults to work as interns and graduate as Zero Waste Specialist and Green Construction Interns.
2. The City of Vallejo and Recology Waste Company provides clean-up boxes for the Vallejo Country Club Crest.
3. HVCSSI, VUSD and SCOE reaches out to students leaving High School, in Adult School or out of school youth to participate in the program starting August 2, 2021 with their respective organization as the employer of record for youth and young adults with encounters with law enforcement and work at the Healthy Vallejo Community

Support Services, Inc.'s location. Healthy Vallejo Community Support Services is the employer of records for all other youth, young adults and paid staff.

**Phase I August 2, 2021 through June 15, 2022:** 30 youth and young adults will be interviewed, attend weekly orientations, are deployed for clean-up and attend classes leading to Zero Waste Specialist, Green Construction Interns and Financial Literacy Certification.

**Phase II July 1, 2022 through June 30, 2023:** 30 youth and young adults attain Zero Wastes Specialist Business Certification and Green Construction Internships. Now performing recycling and green construction education and focused skills in collaboration with waste management, construction companies, and the residents of the Vallejo Country Club Crest Community.

**Phase III (Expansion) July 1, 2023 through November 1, 2023:** 30 youth and young adults attain gainful employment as Zero Waste Specialist and Green Construction Interns. Youth and Young Adults attend job fairs for Solid Waste Management and Green Construction job opportunities in the San Francisco Bay Area.

## **PROSPECT MECHANISM**

Healthy Vallejo Community Support Services, Inc., Recology Inc., SCOE, VCUSD and selected companies and churches in Vallejo and surrounding areas will reach out to 300 youth and young adults about the opportunities in waste management and construction as well as the environmental consequences of failing to clean-up.

## **PRE-EVENT MEETING PHASE I**

Various participants will perform interviews and a pre-review session on July 19, 2021 through July 31, 2021 to define performance milestones and referral coordination timeframes.

## **POST-EVENT FOLLOW UP PHASE I**

Participants will perform a review session on June 30, 2022 to determine whether program milestones were met and design quality improvements steps for the second year.

## **BUDGET**

### **PHASE I**

30 Interns producing 260 work days, 46,800 work hours @ \$14/ hour	\$655,200.00
6 Coordinators and Project Manager producing 10,400 working hours	\$285,360.00
Bookkeeping and Human Resources	\$20,000.00
Rent	\$14,400.00
Medical Insurance	\$3,600.00
Liability Insurance	\$1,536.00
Computers(x3)	\$2,400.00
Internet Services	\$1,368.00
Website	\$1,200.00
Phones w Installation	\$1,428.00
Tools, Boots, Safety Gear and Supplies	\$8,900.00
Toiletries	\$1,200.00
Advertising/Promotions	\$1,200.00
Special Events	\$2,400.00
<b>Total</b>	<b>\$997, 564.00</b>

### **PHASE II**

30 Interns producing 260 work days, 46,800 work hours @\$15/hour	\$702,000
6 Coordinators and Project Managers producing 10,400 hours	\$285,360.00
Bookkeeping and Human Resources	\$20,000.00

Rent	\$14,400.00
Tools, Boots, Safety Gear and Supplies	\$8,900.00
Medical Insurance	\$3,600.00
Liability Insurance	\$1,536.00
Internet Services	\$1,368.00
Phones Services	\$1,428.00
Toiletries	\$1,200.00
Advertising/Promotions	\$1,200.00
<b>Total</b>	<b>\$1,039,624.00</b>

## How You Can Help: SPONSORSHIP OF YOUNG PEOPLE

With the support from Solano County Office of Education, Solano County Probation, City of Vallejo Public Works Departments contributing up to \$139,000.00, HVCSSI has to raise \$858,564.00 in year one, and \$900,624.00 for year two. We are asking for **20 businesses**, organizations or sponsors to give **\$42,928.20 (salaries for 2 youth for a year)**, or **40 Sponsors to give \$21,464.10 (salary for one year)** and or **80 Sponsors to give \$12,164.10 (half years salary) or portions thereof** to sponsor youth and staff. Also for year two, 20 Sponsors to give \$45,031.20, 40 Sponsors give \$22,515.60 and or 80 sponsors to give \$11,257.80 or portions thereof. Maybe you know someone who would like to sponsor the entire budget for the project to help transform the lives of indigent and struggling young people as well as transform a severely underserved Crest community. Thank You so much. Healthy Vallejo Community Support Services, Inc. genuinely appreciates your support and consideration.

## Non-Disclosure Agreement (NDA)

This Non-disclosure Agreement is entered into between Healthy Vallejo Community Support Services, Inc. and \_\_\_\_\_, an individual or organizational representation, hereafter referred to as the "Disclosed Party;" affiliates, partners, associates or representatives shall not, share, communicate or disclose any some, part or whole of this information without direct written consent from Healthy Vallejo Community Support Services, Inc. Lead Staff or Personnel.

Signed, \_\_\_\_\_

Date \_\_\_\_\_

Healthy Vallejo Community Support Services, Inc.

Signed, \_\_\_\_\_

Date \_\_\_\_\_

Title, Name of Organization of Disclosed Party

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