



**NLC grant supporting Promotores Program
Commission on Equity and Public Safety
November 18, 2024**

Overview of the Economic Advancement Center

- The Economic Advancement Center (EAC) was founded in 2021. Its purpose is to assist individuals and businesses that had been impacted by the Covid pandemic.
- Three main service providers are co-located at the Economic Advancement Center.
- These service providers (JobTrain, Inc.; Renaissance Entrepreneurship Center and the City Promotores Program) provide workforce development, small business assistance and system navigation services.



Promotores Program

- The Promotores Program was founded in 2022 to implement Strategy 3.1 of the Commission on Racial and Social Equity's Action Plan.
- The goal of the Promotores Program is to build trust and provide linkages between community members and governmental and nonprofit service agencies.
- The Promotores Program has served over 500 people since its inception and provides referrals to governmental and nonprofit social service, health care, legal aid and housing agencies.

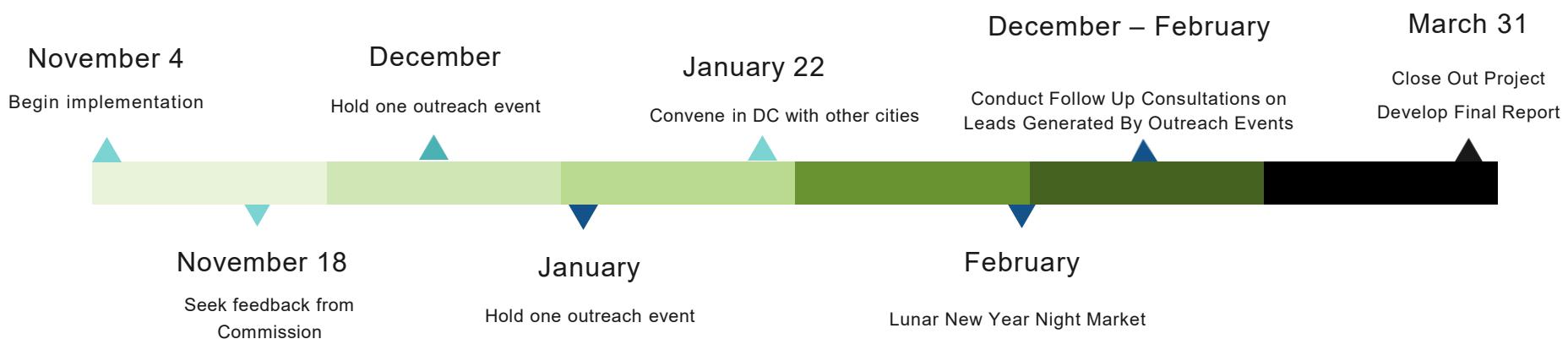


Economic Mobility Grant

- In the Summer of 2024, the City identified outreach to the Asian American Community by the Promotores Program as an area for improvement. 43% of South San Francisco identifies as Asian American, but just 12% of the Promotores Program clients identify as Asian American.
- The City applied for, and received, a \$20,000 grant from the National League of Cities to conduct outreach to, and provide services for, individuals who speak Tagalog, Mandarin and Cantonese.
- It will fund outreach at three events, including a Lunar New Year event in late January or early February, as well as translation.



Project Timeline



Questions?

