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CONSENT CALENDAR

November 12, 2024

To: Members of the Berkeley City Council

From: Councilmember Mark Humbert (Author)
 Councilmember Igor Tregub (Co-Author)

Subject: Budget Referral: One-time \$70,000 bridge funding to the Bread Project

RECOMMENDATION: Refer \$70,000 to the November 2024 AAO#1 budget process for one-time bridge funding for the Bread Project, a Berkeley non-profit that provides job training (with an emphasis on culinary work) and soft skills development for economically disadvantaged and systems-impacted individuals.

FISCAL IMPACT: \$70,000 from the General Fund.

BACKGROUND: Founded in 2000, The Bread Project is a Berkeley non-profit that provides training in culinary arts and bakery production, and includes systems-impacted individuals and refugees among their target population. They operate a social enterprise (wholesale bakery) that creates opportunities for trainees to obtain crucial on-the-job experience. The Bread Project also provides soft-skills training and provides assistance with resume writing, interview prep, and job placement.

The Bread Project's *Bakery Bootcamp*® is a four-week, 115+ hour intensive Bakery Bootcamp offered monthly, combining the fundamentals of commercial baking and safe food handling along with the soft skills of goal setting, time management, financial management, resume writing, interviewing, and getting a job. Graduates receive a Certificate of Completion, their California Food Handlers Card, job coaching and placement assistance, and 12 months of follow-up support.

CURRENT SITUATION AND ITS EFFECTS: The Bread Project currently rents a commercial kitchen facility with attached offices and classroom space at 1615 University Avenue. The rent for this space plus the cost of operating the project currently exceeds the organization's revenue and charitable receipts. Despite various cost-saving measures implemented by the organization, this had contributed to an operational deficit of \$50,000–100,000 per year. The Bread Project's current annual budget allocation from the City is \$57,850.

RATIONALE FOR RECOMMENDATION: Within two months of graduation, a three-year average of 84 percent of Bread Project graduates are employed. For fiscal year 2024 95 percent of graduates who had secured a job within two months remained at that job six months later. And graduates of the Bread Project also typically earn higher-than-minimum wages, with many achieving a living or near living wage in their first job placement. The skills gained at the Bread project also translate into positions in non-culinary industries and offer room for growth.

Typically receiving less than \$70,000 per year in City funding, but usually placing >70 graduates into long-term jobs each year, the Bread Project has one of the best jobs-placement to public cost ratios of any non-profit supported by the City. This despite the fact that the Bread Project serves many marginalized communities with challenges to employment, including among others: systems-impacted individuals, communities of color, immigrants, non-native English speakers, and housing-insecure individuals.

Providing one-time bridge funding to keep this organization active and present in Berkeley thus offers the City significant bang-for-the buck, helping to prevent unemployment and the attendant need for other forms of support.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS: Since this proposal covers only a funding allocation to allow the Bread Project to continue its existing program in its present space, no new substantive environmental, sustainability, or climate impacts are anticipated.

POSSIBLE FUTURE ACTION: The Council could take possible future action to provide additional funding and/or to support the Bread Project's efforts to relocate to a larger, better-equipped, and possibly publicly-owned kitchen facility which it could potentially share with other organizations, such as the Berkeley Food Network.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION: Cost estimates for future actions will not be known until they are proposed.

CONTACT PERSON

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Attachments

1. Bread Project Key Performance Metrics
2. Bread Project Outreach and Mission Information



The Bread Project Program Metrics & Demographics

Metric	FY24	FY23	FY22
New Enrollment (arrived for first day of training)	98	77	73
Number of Cohorts	9	9	9
Graduation Rate (80-85%)	83 (85%)	70%	61%
Graduates Actively Seeking Employment	59	41	31
Graduates Actively Pursuing Entrepreneurship	3	4	6
Graduates Pursuing Advanced Education/Training	15	5	2
Graduates on Leave (medical, family, childcare issues, transportation, etc.)	6	4	7
Employment Rate within 30-60 days for Graduates Actively Seeking Employment (80-85%)	76%	89%	89%
Hired in Food Industry Job out of 59 Graduates Actively Seeking Employment	32%	38%	88%
Hired in Assorted Food Industry Job out of 59	57%		
Hired in Nonfood Industry Job out of 59	11%		
Job Retention Rate After 90+ Days (80-85%)	74%	86%	67%
Job Retention Rate After 240+ Days (80-85%)	70%		
Bottom Wage Reported	\$19.95	\$17	\$15
Average Wage	\$24	\$20	\$23
Median Wage	\$28	\$20	\$17.75
Top Wage Reported	\$62.50 (130,000)	\$25	\$35
Living Wage Rate of \$19.95 [Tracks with Oakland Living Wage Rate of \$17.37 without Benefits]	100%	100%	93%
Top 10% of Wage Earners	\$25	\$22	\$35
Graduates Currently Receiving Job Services 12 Months Post Graduation	82	73	42
For each FY (July-June), complete outcome data is not available for 12 months following the final cohort's graduation.			



Income, Gender & City of Residence	FY24 %	FY24 #	FY23 %	FY23 #
Low-Income (of participants)	100%	98	96%	74
Unemployed Upon Program Enrollment	94%	92	88%	68
Received Public Benefits (CalWORKs, Food Stamps & General Assistance, etc.)	46%	45	35%	27
No Income/Drew from Savings/Relied on Assistance from Family	53%	52	11%	9
Males	52%	51	40%	31
Females	48%	47	60%	46
Non-Binary/Prefer Not to Say				
Reside in Alameda County: Oakland (48), Berkeley (18), San Leandro (1), Hayward (3), Alameda (2), Union City (1), Albany (1), Livermore (1)	77%	75	82%	64
Reside in Contra Costa County: San Pablo (1), Richmond (7), Oakley (1), Rodeo (1)	10%	10	10%	8
Reside in San Francisco County: San Francisco (3)	3%	3	3%	2
Reside in San Mateo County: Daly City (1), San Mateo (1)	2%	2	0	0
Reside in Santa Clara County: San Jose (1)	1%	1	0	0
Reside in Solano County: Vallejo (2), Fairfield (1)	3%	3	0	0
Reside in Sonoma County: Santa Rosa (1)	1%	1		
Homeless	3%	3		
Between 18-24 Years of Age	29%	28	20%	16
Between 25-45 Years of Age	51%	50	56%	43
Over 45 Years of Age	20%	20	23%	18



Special Populations/Employment Barriers	FY24 %	FY24 #	FY23 %	FY23 #
Lacked Permanent Housing (Transitional Housing/Shelter or Living with Family/Friends)	62%	61	49%	38
Re-Entry (Probation, Parole or Record)	10%	10	41%	32
Immigrant/Asylee	30%	29	10%	8
HS Diploma or GED Only	50%	49	58%	45
English as Second Language	30%	29	10%	8
Reported a Disability	15%	15	14%	11
Veterans	3%	3	1%	1
Racial/Ethnic Group	%	#	%	#
Black/African American	54%	53	55%	43
American Indian/Native Alaskan	3%	3	1%	1
Asian/Pacific Islander	13%	13	2%	2
Caucasian/White	6%	6	10%	8
Hispanic/Latino(a)	14%	14	26%	20
Middle Eastern	4%	4	0	0
Multiracial	2%	2	0	0
Other/Unknown	5%	5	4%	3



Current Class in Progress – July 2024

ORGANIZATION MISSION

Brief Mission: To support low/no-income residents of the Bay Area on their paths to self-sufficiency through skills training and job placement for careers in food, baking, and related industries.

Longer Mission: The Bread Project works to break the cycle of poverty by empowering people to become economically self-sufficient through skills training for employment in the commercial food service, baking, and related industries. The residents we serve are all low/no-income and face multiple barriers to employment: youth and adults preparing for their first job, lack of education, disabilities, unstable housing, limited English Skills, justice-involved, and more. The populations most targeted in our recruitment outreach include: 1) refugees, displaced persons, and immigrants, and 2) re-entry (formerly incarcerated, probation, parole, or record), 3) transitional youth and adults from all backgrounds, as well as others with barriers to employment. We also support entrepreneurs who need guidance and a commercial kitchen to produce food and baking products for their wholesale and consumer customers.

WHAT WE PROVIDE

We provide an intensive, 5-week, 150-hour 'Food Prep & Baking Job Training & Placement Program,' 9:00am to 3:30pm, Monday through Friday, plus 12 months of follow up job placement assistance after graduation. The Program is cohort-based and offered 8-9 times annually with 10-14 students per cohort. The curriculum is a balanced mix of a) core food prep and baking knowledge and skills (hard skills), b) customized process skills for job readiness and employment (soft skills), and c) support finding and keeping a job. Armed with new capabilities, confidence, and work - adults can secure permanent housing, support themselves and their families, and improve their health and wellbeing. The ultimate goal is economic self-sufficiency.

POPULATION SERVED

The Bread Project serves the most vulnerable who are motivated to acquire new skills and get a job: immigrants, refugees, the formerly incarcerated, and others with barriers to employment. Typically we serve 80-100 participants annually with approximately 85% residing in Alameda County. While it varies from year-to-year, typically 96% of our participants are low/no-income, 88% are unemployed when entering the Program, and 42% are receiving some form of Public Benefits. They face many barriers to employment: lack of permanent housing (42%), minimal education (48% have HS/GED diploma only), English is second language (18%), prior incarceration (41%), various disabilities (7%), and immigrants or refugees (18%). Demographics: Female (48%), Male (51%). African/African American (67%), Asian/Pacific Islander (8%), Hispanic/Latino (9%), Multiracial (2%), American Indian/Native Alaskan (4%), Middle Eastern (3%), Caucasian/White (5%), Other/Unknown (2%). Age-wise, 27% are 18 to 24, 44% are 25 to 45, and 29% are over 45. Those we serve are primarily located in Alameda County (70-80%) and Contra Costa County (10-18%), with a few enrollments each year from San Francisco County, San Joaquin County, San Mateo County, Santa Clara County, Solano County, and Sonoma County.

ORGANIZATION HISTORY & OVERVIEW

The Bread Project was founded in December 2000 by Lucie Buchbinder and Susan Phillips, specialists in subsidized housing, to help low-income housing tenants obtain job skills training and jobs and become self-sufficient. After a successful beginning at the San Francisco Baking Institute in South San Francisco, we transferred to the East Bay and partnered with Berkeley Adult School and Oakland Unified School District Adult and Career Education. With growth came the opportunity for The Bread Project to operate its own training facility and wholesale bakery. In 2010, we moved to Emeryville. In 2015, we moved again to our current facility in Berkeley, California. During our 24-year history, more than 2,400 low/no-income individuals have graduated, and historically we have averaged an 80-85% graduation rate, job placement rate, and job retention rate after 90 days. In June 2020 we expanded the job training program beyond baking to include food prep. In 2021 we launched a Community Meals Program, and our trainees now prepare 26,000 meals annually for the homeless and food insecure in our locale as part of their Program. We also annually support 4-6 food related entrepreneurs, mostly people of color, in our Entrepreneurs' Incubator Program, by providing production guidance, recipe scaling, and use of our kitchen space during non-training hours.

