

DIVERSITY EQUITY INCLUSION SLO BUSINESS GRANT 22-23

THIS AGREEMENT, dated 6/30/2023 | 10:26 AM PDT for the convenience of the parties hereto, is between the City of San Luis Obispo, a chartered municipal corporation (referred to herein as CITY), and SLOCAR Inc. dba Certified Auto Repair (referred to herein as GRANTEE).

WITNESSETH:

WHEREAS, GRANTEE has requested CITY to contribute to Keep the Community Rolling repair mini-grants project as submitted in its application to the CITY on March 31, 2023.

WHEREAS, the Services will be available to residents of the City, thereby serving both a public and municipal purpose.

NOW, THEREFORE, CITY and GRANTEE for and in consideration of the mutual benefits, promises, and agreements set forth herein, do agree as follows:

1. GRANTEE will make its Services, as described in its application (the "Application"), incorporated by reference and attached as Exhibit A, available to City residents from July 1, 2023 to June 30, 2024.
2. GRANTEE will provide CITY with a mid-year report, due January 10, 2024, and final program report, due July 10, 2024, summarizing administrative, financial, and client Service activities. Said reports shall be in the form of "Exhibit B," attached hereto.
3. GRANTEE and all its agents, representatives, or participants in any manner in the performance of its obligations and duties hereunder shall be employees or volunteers of GRANTEE. They shall not, for any purpose, be considered employees or agents of the CITY.
4. GRANTEE agrees to hold CITY harmless and to defend CITY against, from, and in any claim, action, proceeding, or hearing wherein there is an allegation charging liability of the part of the CITY as a result of any act or omission, negligent, or otherwise, by GRANTEE.
5. CITY agrees to pay the GRANTEE a one-time only grant, in the sum of \$10,000, to be used for the Services as described in the Application. The grant will be paid in one installment when a signed contract is received.
6. The Department Head- Administration may terminate this agreement at his sole discretion, after a public hearing and upon ten (10) days written notice to GRANTEE. Said termination shall be effective thirty (30) after CITY mails notice of termination of agreement to GRANTEE. Any funds not paid pursuant to paragraph 5 above shall revert to CITY upon said termination.
7. GRANTEE hereby certifies and agrees that it will comply with the Human Relations Commission "Bylaws," which creates an environment within the City in which all persons

can enjoy equal rights and opportunities regardless of race, religion, sex, national origin, sexual orientation, age, physical, mental, or economic status.

- 8. For purposes of notice under this agreement, all notices shall be considered effective upon being sent by certified mail to the following addresses:

CITY:


City of San Luis Obispo
919 Palm Street
San Luis Obispo, CA 93401
Attn: Greg Hermann, Assistant City Manager

GRANTEE:


SLOCAR Inc. dba Certified Auto Repair
393 March St
San Luis Obispo, CA 93401
Attn: Isaac Feldman
isaac@carofslo.com

IN WITNESS WHEREOF, the parties have executed this agreement by their proper officers duly authorized:

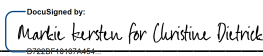
GRANTEE

By:  _____
Isaac Feldman, Grant Writer

CITY OF SAN LUIS OBISPO, A MUNICIPAL CORPORATION

By:  _____
Greg Hermann, Assistant City Manager

APPROVED AS TOFORM:

By:  _____
Christine Dietrick, City Attorney



HUMAN RELATIONS COMMISSION

Diversity, Equity, & Inclusion SLO Business Grant:
2023-24 DEI SLO Business Grant Application

The funding and grant application will support initiatives to diversify the local economy and shall be accessible to anyone. All proposals must be inclusive of all individuals and communities.

BUSINESS INFORMATION



BUSINESS NAME

SLOCAR Inc. dba Certified Auto Repair

PROJECT/PROGRAM NAME

Keep the Community Rolling

DATE BUSINESS ESTABLISHED

5/1/2015

BUSINESS LICENSE NUMBER

112891

WEBSITE

www.carofslo.com

Address

Street Address

393 Marsh Street

Address Line 2

City

San Luis Obispo

State / Province / Region

CA

Postal / Zip Code

93401

Country

United States

***If you are not currently a business, you must be willing to participate in 5 hours of one-on-one coaching with the Small Business Development Center and secure a business license.**

Yes No

CONTACT INFORMATION



(This person will receive notifications regarding grant decisions, contract execution, and reporting requirements)

BUSINESS CONTACT *

Isaac Feldman

PHONE

3108040974

E-MAIL ADDRESS *

isaac@carofslo.com

WHO PREPARED THIS APPLICATION (if different than above)**PHONE****GRANT REQUEST INFORMATION****1) Which of the below best describes your business proposal reflected in this application ***

- Service
- Product
- Experience
- Promotion
- Other

2) Provide an executive summary of the proposal (Max 200 words) *

Certified Auto Repair (CAR) has been serving the local community for over 30 years. We are a family-owned-and-operated auto repair business situated in Downtown SLO. CAR offers full-service auto repair for import and domestic vehicles, utilizing advanced auto diagnostic equipment. Most of our mechanics are UTI graduates and/or ASE Certified, trained and qualified to service import and domestic vehicles, including hybrid and electric vehicles.

Our Services Include but are not limited to:

- Belts/Hoses
- Brake Inspection
- Brake Repair/Service
- Check Engine Light Diagnostics
- Drivability Diagnostics
- Engine/Transmission Services
- Hybrid Battery Replacement
- Hybrid Repair
- Oil Change / Scheduled Maintenance
- Suspension Repair/Service

CAR proposes utilizing Jewish Family Services (JFS), a 501(c)3 nonprofit human services organization, to screen customers for economic hardship so that we may issue micro-grants to have vehicles serviced. To our knowledge, no other businesses, organizations, or agencies in our community provide vehicle repair assistance to people enduring financial hardship. Requests for auto repairs to just 1 agency exceeded \$40,000 in 2022.

This grant would:

- Expand our marketing to include outreach to Spanish speaking households and other underserved/underrepresented groups (ie. Black, Indigenous, People of Color, Women, disabled, LGBTQIA+).
- Grow our customer base, especially within the underserved community
- Provide vital vehicle repairs to underserved/underrepresented individuals improving independence and safety.

3) Is this proposal for: *

- A new program
- Continuation of an existing program

4) Requested Amount *

25,000

5) Itemized breakdown of requested amount (e.g., products or services purchased, hours subsidized, etc.):

Advertising and Marketing: additional \$500 to \$1,000 per month as long as funds are available.

Direct microgrant towards automotive repair: up to \$800 per customer as long as funds are available.

Contribution from shop: Varies, up to \$300 per customer. CAR will often and upon ability directly contribute towards lowering the bill of the pre screened underserved customer.

6) What percentage of the funding needed will this grant cover? *

50-70%

7) How will this proposal benefit underrepresented and/or underserved communities in the City of SLO? *

Certified Auto Repair can provide an essential service for those who are economically challenged and consistently underserved and underrepresented. There are no other businesses, agencies or organizations in our community that formally provide vehicle repair assistance to people with financial hardship. The DEI grant would allow us to:

- Expand our marketing to include outreach to Spanish speaking households and other underserved groups (ie. Black, Indigenous, People of Color, Women, Students, diverseabled, LGBTQIA+).
- Provide vital vehicle repairs to underserved/underrepresented individuals improving independence and safety.
- Help women, seniors, homeless, diverseabled, medically indigent and many others enduring financial hardships with life changing opportunities, enabling people to drive to work, school, medical appointments and meet basic needs.
- With proper founding, we will be able to maintain and grow our services to the underserved for years to come.

8) Briefly describe 1-3 methods of evaluation with indicators of success for your proposal. *

It is fairly easy to keep in touch with these customers over time. When we follow up with them, if they are still able to rely on their vehicles and get to/from work/school, therapy, etc, we will consider this program a success. All the repair and customer data are easily accessible in our point-of-sale system, which makes the program trackable.

Signature



I certify that the information contained in this application is, to the best of my knowledge, true and accurate; that my business subscribes to the Human Relations Commission's "Statement of Purpose and Bylaws" which creates an environment within the City in which all persons can enjoy equal rights and opportunities regardless of race, religion, sex, national origin, sexual orientation, age, physical, mental or economic status; and that this application is submitted with the full knowledge and endorsement of the business and that I am authorized submit the application on behalf of the business.

Signature *

Date *

3/24/2023

Attachments



Please include the following attachments. If these are not included, it will be considered as incomplete application and will not be reviewed.

1. The Business Proposal/Plan (max 3 pages) *

DEI Grant Business Plan for Certified Auto Repair.docx 14.66KB

2. Summary of P&L/Financials (max 1 page) *

2022 P&L.pdf 102.07KB

3. Diversity, Equity, & Inclusion Statement (1-3 paragraphs) *

Statement of Diversity, Equity and Inclusion.docx 12.63KB

DEI Grant Business Plan for Certified Auto Repair:

At Certified Auto Repair, we pride ourselves in being an integral part of the San Luis Obispo community and have been striving to take care of all of our SLO neighbors as much as possible. Our owner and many of our employees belong to minority communities and we are very sensitive to our communities' needs. We understand how important it is for everyone in our amazing area to be able to have reliable transportation to and from school and work, especially the underserved, who are often even more reliable upon their vehicles than the more affluent community members. We understand that without reliable transportation, many of our clients would not be able to go to school or work, which can have extremely negative results in their lives. Without reliable transportation, our community members would not be able to get themselves or their children to school or work, and many may end up back on the streets. Below is a break down of some of the ways these funds will help us continue servicing our communities as well as our process for serving those in need:

- Increase marketing to underserved/underrepresented individuals (ie. Spanish speakers, Black, Indigenous, People of Color, Women, LGBTQIA+, diverse-abled) using printed materials, advertising including social media and internet, 211 listing (budget \$500-1,000 per month)
- Jewish Family Services of SLO (JFS) will contact community organizations (including but not limited to: 211, Access Support Network, California Department of Rehabilitation, CAPSLO, Center for Family Strengthening, Diversity Coalition, Gala Pride and Diversity Center, Independent Living Resource Center, Latino Outreach Council, Lumina Alliance, Transitions Mental Health Association, Restorative Partners, Womenade of Estero Bay) distributing information and flyers explaining the project.
- Customers complete an online application for assistance with paying for their vehicle repairs, which includes stating their needs and demographic information, all of which is entered into a spreadsheet for record keeping and evaluation.
- They are then interviewed by the JFS Intake Coordinator and submit supporting documents (ie. Identification, proof of income, written estimate of repair).
- Determination of eligibility for assistance is made based on need, income (based on 200% of the federal poverty level guidelines), and availability of funds.
- Once determined eligible, a micro-grant (up to \$800) will be given to the customer to cover part or all of the vehicle repair. If only part of the repair is covered, JFS will work with the customer to find the balance of funds.

- The vehicle repair is scheduled and completed.
- Follow-up with the customer with surveys to ensure satisfaction with the work performed (via email and text) and customer still able to use car in longer term.

Breakdown of expenses: (exact numbers to be determined based on availability of funds)

Advertising: Around \$500 per month

Print material (ie flyers): Around \$500 per month

Micro-grants for vehicle repairs: \$100-\$800 per customer, based on repair costs and availabilities of funds.

- Not all customers in underserved communities will require the micro-grants. Most are able to pay for their own repairs. We would like to be able to be more accessible to the community at large and let them know we are here to help. We employ Spanish speaking Service Advisors and Technicians. Our shop owner is also in the minority community and fluent in Spanish.

Program Sustainability:

Certified Auto Repair has a long history of taking care of those around us. Since our conception, we have always had a compassion for helping those that need it to the best of our ability. We have been working with the JFS for a couple of years now and are both enjoying the relationship. It seems that we will be continuing our program for as long as needed, as long as we're able. Receiving the DEI grant will have an enormous impact in our ability to serve, and if it is available in the years to come, our program will certainly thrive. As far as we see it there will always be people in need, so the longer this grant is available for, the more folks will be able to be assisted.

Certified Auto Repair's Statement of Diversity, Equity and Inclusion:

Certified Auto Repair provides services to anyone in our community regardless of their circumstances, religious beliefs, race, ethnicity, national origin, diversability, gender identity/expression or sexual orientation. What matters to us is that our customers can get to and from work and school reliably.

To screen for economic hardship we would utilize Jewish Family Services of San Luis Obispo (JFS), a 501(c)3 nonprofit human services organization that serves anyone in need regardless of their circumstances, religious beliefs, race, ethnicity, national origin, diversability, gender identity/expression or sexual orientation.

The Certified Auto Repair team puts people first. Our mechanics ensure vehicles are reliable to serve our customers' needs. We believe in a shared responsibility to support impactful changes throughout our community and take a holistic approach, assessing the various needs of the individual or family. We continuously evaluate the evolving challenges of our diverse community and adapt our support to the resulting needs. "We are your community repair shop".

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02/10/23

Accrual Basis

Certified Auto Repair
Profit & Loss
 January through December 2022

	Jan - Dec 22
Ordinary Income/Expense	
Income	
Sales of Parts	392,325.25
Service Income	636,221.67
Sublet Income	21,707.00
Haz Mat Income	5,863.61
	1,056,117.53
Total Income	1,056,117.53
Cost of Goods Sold	
Parts	215,593.31
Labor	259,493.51
Outside Labor	8,803.41
Hazardous Materials Fees	81.88
	483,972.11
Total COGS	483,972.11
Gross Profit	572,145.42
Expense	
Postage, Freight & Delivery	106.29
Advertising	32,300.77
Automobile Expense	
Licenses	15.00
Fuel	3,025.57
Automobile Expense - Other	953.94
	3,994.51
Total Automobile Expense	3,994.51
Bank Service Charges	318.70
Business Licenses & Permits	1,005.17
Credit Card Fees	24,431.76
Customer Relations	1,281.90
Dues & Publications	18,137.70
Employee Benefits	
Afflac Benefits	4,027.60
Health Insurance	49,029.76
Simple IRA	4,760.13
	57,817.49
Total Employee Benefits	57,817.49
Fees and Licenses	800.00
Insurance	13,697.72
Prof Fees Legal & Acctng	
Consulting Services	6,010.00
Prof Fees Legal & Acctng - Other	26,937.74
	32,947.74
Total Prof Fees Legal & Acctng	32,947.74
Maintenance	
Equip Maint & Repairs	709.67
General Maintenance	15,695.35
	16,405.02
Total Maintenance	16,405.02
Meals & Entertainment	5,682.57
Office Supplies & Expense	10,502.99
Parking	4.25
Payroll Expenses	
Employer Payroll Tax	29,425.93
Officer Salary	24,900.00
Service Writer Wages	35,774.58
Payroll Expenses - Other	15,018.18
	105,118.69
Total Payroll Expenses	105,118.69

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02/10/23

Accrual Basis

Certified Auto Repair
Profit & Loss
 January through December 2022

	Jan - Dec 22
Rent	60,000.00
Security	270.00
Shop Supplies & Small Tools	7,997.42
Taxes-Property	466.43
Team Building	120.64
Training & Education	5,222.12
Travel & Entertainment	1,754.31
Utilities	
Trash	349.60
Water / Sewer	865.36
Telephone & Internet	12,572.37
Utilities - Other	14,567.01
Total Utilities	28,354.34
Worker's Compensation Ins	13,912.58
Total Expense	442,651.11
Net Ordinary Income	129,494.31
Other Income/Expense	
Other Income	
Interest Income	7.91
Total Other Income	7.91
Other Expense	
Charitable Contributions	2,022.71
Fix Me	3,041.06
Interest Expense	16,408.26
Total Other Expense	21,472.03
Net Other Income	-21,464.12
Net Income	108,030.19

Exhibit B

City of San Luis Obispo Grant Recipient Report Template

Midyear Report Due: January 10, 2024 - Year-End Report Due: July 10, 2024

Grant Name:	DEI SLO Business Grant		
Grant Year:	FY 2022-2023		
Type of Report:	Midyear Report (check box)		End-year Report (check box)
Organization:			
Project Name:			
Administrator's Report: <i>(A brief synopsis of the activities of the reporting period, including a statement of the activities, service or programs provided as described in Exhibit A (your grant application) using the business grant provided, and any changes that have occurred during the reporting period. If operations or service provisions have changed, please disclose and explain the reasoning and response to changes here.)</i>			
Statistical Report: <i>(This section should include 1) the metrics reported as described in Exhibit A (your grant application) and 2) the demographic data collected through the survey shared by the City.)</i>			

Financial Report: *(A financial statement detailing how the City's grant funding has been or planned to be allocated.)*

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DEI SLO Business Grant Additional Metrics & Performance Outcomes Template

Metrics/Performance Outcomes	Results
<p>1. Number of individuals served.</p> <p><u>Served</u> refers to individuals specifically receiving any of the following:</p> <ul style="list-style-type: none"> • Services directly provided by the grantee; • Program/project applications, instructions, trainings, products, or concepts; • Information (orally or in printed, in-person, virtually or over the phone); • Any materials (flyers, brochures, etc.); • Referrals 	
<p>2. Number of service hours provided.</p> <p><u>Service hours</u> refer to any amount of time that is directly linked or performed as part of the work defined within the scope of the agreement signed by the grantee.</p>	
<p>3. Number of activities.</p> <p>Activities can be defined as gatherings either the grantee organizes or attends. In either case, grantee must specify if it attended or organized the activity. This can be events, workshops, panel discussions, roundtable discussions, presentations, etc.</p> <ul style="list-style-type: none"> • Activities refer to any gathering designed to promote programs, services, concepts related to the components within the scope of the agreement signed by the grantee. • Activities also refer to any gathering designed to create awareness of the programs, services, or concepts related to the components as defined within the agreement signed by the grantee. • Activities relate to any gathering designed to outreach, engage, and consult, and collaborate with the community as defined within the agreement signed by the grantee 	
<p>4. Estimated number of individuals attending activities.</p> <p>Based on the scope of the agreement signed by the grantee, please provide a rough number or best estimate of individuals that 1) either attend a grantee led event or 2) approach the booth/table in which the grantee participates.</p>	

<p>5. Report perception of services provided and/or engaged activities.</p> <p>Survey individuals to measure the impact of the services provided and/or engaged activities as described within the scope of the agreement signed by the grantee. Report in percent and total number of individuals served. Sample questions will be provided to grantees for technical assistance.</p>	
<p>6. Demographic Questions</p> <p>Demographic questions are highly encouraged to be completed by individuals that fall within the grantee's scope of services. Grantees will be sent the City's current demographic survey and are highly encouraged to use such template to implement and report back.</p>	<p>To be reported by grantee in a separate page.</p>

Name

Title

Phone

Signature

Date

E-mail

Once signed, please scan and e-mail to Nestor Veloz-Passalacqua, DEI Manager (nveloz@slocity.org)