

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: MAGALI TELLES, COMMUNITY ENGAGEMENT DIRECTOR  
JERILYN HOLM, PROGRAM ANALYST  
OFFICE OF COMMUNITY ENGAGEMENT  
SUBJECT: MEASURE O CYCLE X CHOICE GRANT PROGRAM  
EXTENSION

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Office of Community Engagement, that Council, by resolution: 1) extend the term for Cycle X of the CHOICE (Community Helping Our indispensable Children Excel) Grant Program through June 30, 2022; 2) increase the funding awards for the period of January 1, 2022 – June 30, 2022 by \$546,000; 3) direct staff to enter into funding agreement and/or amendments with approved providers; and 4) authorize the City Manager or designee to negotiate and execute agreements and any amendments with CHOICE Cycle X approved providers and with County of Sonoma for a necessary term extension and increase of \$50,000 or program monitoring services, all of which are subject to approval as to form by the City Attorney.

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EXECUTIVE SUMMARY

The Measure O CHOICE Grant Program, administered by the Office of Community Engagement and advised by the Santa Rosa Violence Prevention Partnership (The Partnership), invests in and partners with local non-profits and organizations, with an emphasis on school readiness, student engagement and truancy prevention, and workforce development, in addition to a comprehensive array of social services and collaborative opportunities to support high-need areas of Santa Rosa. The Partnership is currently updating the Community Safety Scorecard (Scorecard) and is anticipating it to be finalized in winter 2022. To direct funding resources to fulfill the objectives outlined in the updated Scorecard, staff is seeking approval to extend the term of the Measure O (2004) Cycle X CHOICE Grant Program through June 30, 2022. The efforts of The Partnership and the CHOICE Grant Program fulfill City Council's goal of organized diversity, equity, and inclusion by improving the partnerships between neighborhoods, community organizations and the City to support and promote thriving diverse neighborhoods.

## BACKGROUND

In November 2004, Santa Rosa voters passed a Transaction and Use tax measure (Measure O) to fund critical public safety improvements in Police, Fire and Violence Prevention/Intervention Services. Expected to generate an average of \$7 million of revenue per year for 20 years, the sales tax provides Gang Prevention/Intervention Services with roughly \$1.4 million per year to fund crucial youth development programs and other activities designed to address the community's youth and gang violence prevention and intervention needs. The share of Measure O (2004) dedicated for Gang Prevention/Intervention Services is allocated between Recreation's Neighborhood Services Division and the Office of Community Engagement's Violence Prevention Partnership (The Partnership), formerly the Mayor's Gang Prevention Task Force.

Measure O provides funding for crucial youth development programs and other activities designed to address the community's youth and gang violence prevention and intervention needs, including coordination of the Santa Rosa Violence Prevention Partnership (The Partnership) and administration of the CHOICE grant program. The Partnership is a collaborative effort involving over 50 organizations, including government, local community-based organizations, schools, faith community, businesses, and law enforcement.

In alignment with the 2017-2022 Strategic Plan and Scorecard, on July 23, 2019, the City of Santa Rosa released the CHOICE Cycle X Request for Proposals (RFP) to identify school districts and community-based organizations qualified to provide youth and gang violence prevention and intervention services in four funding priority areas.

- Category One: School Readiness
- Category Two: Student Engagement & Truancy Prevention
- Category Three: Street Outreach & Mediation
- Category Four: Workforce Development

The City received 15 applications from 14 agencies in response to the CHOICE Cycle X RFP. The RFQ included the criteria against which proposals were evaluated. A complete copy of the RFP can be found at

<https://srcity.org/DocumentCenter/View/26399/CHOICE-CYCLE-X-RFP-FINAL>.

City Council approved funding for 11 programs representing ten agencies and staff entered into funding agreements with ten agencies and 11 programs for a total of \$840,000 per year or \$1,680,000 for the two-year funding cycle.

## PRIOR CITY COUNCIL REVIEW

On December 17, 2019, the City Council, by Resolution No. RES-2019-189, adopted the funding recommendations of the Grant Review Team for the Measure O (2004) CHOICE Cycle X Grant Program for January 1, 2020 – December 21, 2021 and granted authority to the City Manager or designee to approve and execute funding agreements and any amendments thereto.

## ANALYSIS

1. We are proud of our CHOICE grantees' agile responses to the unique challenges presented by the COVID-19 pandemic. Services were quickly moved online or outdoors, and focus shifted to responsive support. The quick pivot in services and their delivery method allowed CHOICE grantees to work with families to meet their needs in innovative ways.

From January 1, 2019 – December 31, 2020, Measure O funded nine contracts to community-based organizations, totaling \$840,000.

- 81% of 188 families provided with parent classes and counseling reported children and families served demonstrated improved emotional and social behaviors.
  - 100 families received case management services to assist with finding childcare and other family support needs. 76% of these family's youth were enrolled in childcare.
  - 274 youth and families participated in an outdoor reading program. 94% of parents reported increased awareness of the importance of reading to children.
  - 93 youth (32) and family members (61) engaged in counseling. 93% showed reduction in risk-taking behavior like gang involvement and substance use.
  - 150 youth participated in diversion and intervention services. 99% avoided incarceration while enrolled.
  - 80 parents participated in a sixteen-week Spanish language parent training program designed specifically for the parents' strong-willed and out-of-control teenagers. 73% of parents reported an increase in youth school attendance.
  - 163 tutoring sessions were administered as part of a tutoring and mentoring program, 86% of students reported increased confidence and ability to communicate with instructors and peers.
  - 14 peer leaders were trained. 71% of peer leaders reported an increase in knowledge about substance abuse.
  - 1,519 youth and families participated in an outdoor nature program. 100% of participants expressed positive attitudes about the outdoors.
  - 377 youth participated in Work Readiness and Life Skills Workshops. 77% of case management participants sustained non-subsidized employment.
  - 368 youth participated in career exploration, internship, job training and case management sessions. 86% of participants earned at least one job certificate.
2. Beginning in April 2021, The Partnership and Upstream Investments conducted a process to update the 2016 Community Safety Scorecard (Scorecard).

The process included a comprehensive assessment of the latest census population level data, planning meetings with community partners and continued the Scorecard's expansive view of safety beyond crime and violence. A meeting with CHOICE grant

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agencies, non-profit partners and stakeholders with CHOICE grant program monitoring progress and scorecard indicator updates. Upstream Investments and Partnership staff also collaborated to design and provide four open houses, two in English and two in Spanish. The open houses were provided to community partners and directly to the Santa Rosa community. The presentations included the four pillars of violence prevention, the Results-Based Accountability Framework, the result we seek and how we will measure the results.

Staff postponed the Cycle XI CHOICE grant Program Request for Qualifications (RFQ) to align funding resources with potential new objectives and goals resulting from the completed Scorecard. The RFQ is tentatively scheduled to be released on January 6, 2022, with funding beginning July 1, 2022 and ending with the conclusion of Measure O in January 2025.

The Cycle X CHOICE Grant Program is currently scheduled to end December 31, 2021. Staff has had preliminary discussions with each Cycle X funded agency to determine amended scopes of work and associated funding to extend services for the period of January 1, 2022 – June 30, 2022. (See Attachment 1 for proposed funding extensions). All proposed scopes of work are consistent with the originally approved funding agreements and include relevant modifications from the impacts of COVID-19.

The CHOICE Grant Program is funded by Measure O and General Fund. Proposed funding for the extension of Cycle X is \$546,000, and in the FY 2021-22 budget. Cycle XI is budgeted in FY 2022-23.

3. County of Sonoma (Upstream Investments), assisted by City staff, has thoroughly monitored and evaluated the quantitative and qualitative performance of funded organizations throughout both years of the CHOICE Cycle X funding agreement.

The current County of Sonoma (Upstream Investments) contract is for \$85,000 and is scheduled to end December 31, 2021. Staff has had preliminary discussions with County of Sonoma (Upstream Investments) to extend services through June 30, 2022. Proposed funding for the extension of the County of Sonoma (Upstream Investments) contract through June 30, 2022 is \$50,000, which results in a revised contract total of \$135,000, requiring City Council approval.

4. If funding for the extended term is denied, critical services for youth and families funded will cease until Cycle XI begins July 1, 2022.

### FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

The proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Staff notified The Partnership's Policy and Operational Teams and included a notice of the postponement on The Partnership's website (<https://srcity.org/2198/Santa-Rosa-Partnership>).

ATTACHMENTS

- Attachment 1 – Funding Recommendations - Cycle X Funding Extensions
- Resolution
- Exhibit A – Cycle X Funding Extensions

CONTACT

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