

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: JASON CARTER, PROGRAM MANAGER  
SERENA LIENAU, PROGRAM ANALYST  
OFFICE OF COMMUNITY ENGAGEMENT

SUBJECT: COMMUNITY CRIME PREVENTION ASSOCIATES CONTRACT  
EXTENSION

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Office of Community Engagement that the Council, by resolution: 1) extend the term for the Community Crime Prevention Associates contract from September 1, 2017 through February 28, 2018 to allow time for completion of the new Santa Rosa Violence Prevention Partnership's Strategic Plan for the period of 2017-2022 and approve the corresponding increase in funding, and 2) authorize the City Manager or designee to approve and execute the amendment with Community Crime Prevention Associates, subject to approval as to form by the City Attorney.

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EXECUTIVE SUMMARY

The Measure O Community Helping Our Indispensable Children Excel (CHOICE) Grant Program, administered by the Office of Community Engagement's Violence Prevention Partnership (The Partnership), provides grant funding to community organizations to deliver youth and parenting programs that focus on gang and anti-violence education, prevention and intervention, community safety, and a comprehensive array of social services in high need neighborhoods as identified in the Community Safety Scorecard. A critical component of the CHOICE grant program is performance evaluation to ensure compliance and continuous quality improvement of program delivery for youth and families. Community Crime Prevention Associates (CCPA) is currently contracted to provide these evaluation services. Staff recommends this extension to coincide with the request to extend the period for the current CHOICE grants thru December 31, 2017 to allow The Partnership to complete its strategic planning process before opening the next Cycle of the CHOICE grant program.

Staff is seeking approval to extend the term of the CCPA contract from September 1, 2017 through February 28, 2018. The efforts of The Partnership, CHOICE grant

program, and CCPA fulfill City Council's goal of improving partnerships between neighborhoods, community organizations and the City to support and promote thriving diverse neighborhoods.

### BACKGROUND

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 funding of The Partnership which administers the CHOICE grant program and evaluation. The Partnership is a collaborative effort involving over 50 organizations, including government, community-based organizations, schools, the faith community, businesses, and law enforcement.

As leaders in evaluation of youth and gang violence prevention programs, CCPA implements an evidence-based, continuous quality improvement model to evaluate performance and outcomes of services delivered by agencies funded through the CHOICE grant program and Recreation & Parks' Neighborhood Services. The Partnership has contracted with CCPA since the inception of the CHOICE grant program in 2006. Although CCPA has been a sole source contract since the inception of the CHOICE Grant Program in 2006, the evaluation industry has continued to evolve to include other consultants and models for youth and gang violence prevention programs. As a result, staff will be issuing a Request for Proposals for evaluation services to assess the availability and ability of other models to evaluate the CHOICE grant program in conjunction with the RFP for the Cycle IX Choice Grants later this year.

### PRIOR CITY COUNCIL REVIEW

N/A

### ANALYSIS

1. In December 2016, The Partnership undertook a new strategic planning process for 2017-2022 after successfully completing the implementation of the 2012-2016 strategic plan. This year's process has included a comprehensive community needs assessment to determine key strategies aimed at achieving performance-based outcomes. To fulfill the objectives identified in the new strategic plan, staff has postponed the release of the Evaluation RFP until the new strategic plan is adopted by The Partnership's Policy Team.
2. The Evaluation RFP is tentatively scheduled to be released in September 2017 and is contingent upon the adoption of the strategic plan by the Policy Team and acceptance by City Council. Funding for evaluation services resulting from the Evaluation RFP will coincide with the Cycle IX CHOICE grant program, scheduled to begin January 1, 2018 and conclude December 31, 2019, with subsequent Cycles continuing every two calendar years thereafter.

3. The current CCPA contract is for \$100,000 and is scheduled to end August 31, 2017. Staff has had preliminary discussions with CCPA to determine an amended scope of work and associated funding to extend services through February 28, 2018. Proposed funding for the extension of CCPA's contract through February 28, 2018 is \$16,700, which results in a revised contract total of \$116,700 requiring City Council approval.
4. If funding for the extended term is denied, evaluation services will cease until the Cycle IX CHOICE grant program begins January 1, 2018.

### FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund or Measure O, funding for this period is included in Measure O Implementation Plan.

### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On April 27, 2017, staff briefed the Measure O Citizen's Oversight Committee about this recommended strategy aimed at aligning the Cycle IX CHOICE grant program's evaluation services with the 2017-2022 Strategic Plan.

### NOTIFICATION

Staff notified The Partnership's Policy and Operational Teams, and included a notice of the postponement on The Partnership's website ([www.srcity.org/ThePartnership](http://www.srcity.org/ThePartnership)).

### ATTACHMENTS

- Resolution/Exhibit A

### CONTACT

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