

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JAIME PEÑAHERRERA, COMMUNITY ENGAGEMENT
DIRECTOR
SERENA LIENAU, INTERIM PROGRAM MANAGER
SANTA ROSA VIOLENCE PREVENTION PARTNERSHIP
OFFICE OF COMMUNITY ENGAGEMENT
SUBJECT: ACCEPTANCE OF COMMUNITY SAFETY SCORECARD

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by the Office of Community Engagement and the Santa Rosa Violence Prevention Partnership (The Partnership) that the Council, by motion, accept The Partnership's Community Safety Scorecard.

EXECUTIVE SUMMARY

Staff will present to the Council the finalized Community Safety Scorecard (Scorecard) developed and adopted by the Santa Rosa Violence Prevention Partnership. The Scorecard is a data-driven tool to measure long term efforts of The Partnership to reduce youth violence. This upstream, community oriented approach of understanding the root causes of violence provides The Partnership's members, City, and community with an opportunity to identify strategies that will address the key determinants of the community's overall health and safety. The Scorecard fulfills City Council's goal of improving the partnerships between neighborhoods, community organizations and the City to support and promote thriving diverse neighborhoods.

BACKGROUND

The Partnership's 2012-2016 Strategic Plan identified Measurement/Metrics as one of the strategic goals. In March 2014, The Partnership contracted with Advancement Project to initiate the creation of the Scorecard to be used as a tool to plan, strategize, and measure long-term impacts of The Partnership efforts on a neighborhood level.

Consistent with other local initiatives – such as Health Action, Cradle to Career, and Upstream Investments – to improve the health and safety of the community, this upstream approach of understanding the root causes of violence provides The

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Partnership with an opportunity to identify strategies that will address the key determinants of the community's overall health and safety, and articulates the idea that safety is more than just crime statistics. This tool will be used for tracking progress of The Partnership's efforts over time based on consistent data sets, while informing new investments or reallocation of existing resources. Moreover, the Scorecard is a tool for shared accountability among the agencies who comprise The Partnership to implement collective action efforts based on common goals.

PRIOR CITY COUNCIL REVIEW

On December 10, 2013, Council approved a change to the Measure O-Gang Prevention implementation plan to appropriate \$125,000 from the fund balance for The Partnership's Strategic Plan Implementation. The Partnership's 2012-2016 Strategic Plan includes a goal of Measurement/Metrics; \$99,925 of the approved funding was allocated towards the development of a Community Safety Scorecard.

During the month of May 2015, staff met with Councilmembers to receive feedback about the Scorecard and then presented the preliminary findings of the Scorecard to Council during a study session on June 2, 2015.

On July 14, 2015, Council approved the third amendment to extend the term of the agreement and increase the amount of the contract by \$9,975 for a total amount of \$109,900 for Advancement Project to incorporate the necessary changes based on feedback from Council and analysis by staff and stakeholders of The Partnership.

ANALYSIS

The Scorecard incorporates a public health approach by measuring the root causes of violence across four important domains: Economic Conditions, School Conditions, Crime & Safety, and Family & Community Connectedness. A Goals Team, comprised of members of The Partnership, was established to identify and review the indicators for each domain, including the geographic boundaries for which data would be gathered and analyzed. The Goals Team recommendations of indicators and geographic boundaries were approved by The Partnership's Executive Team, consisting of the Chair of The Partnership, Chief of Police, and Program Manager.

The Goals Team evaluated over 80 indicators of Community Safety across all four domains, and ultimately recommended 17 Community Safety indicators to be included in the Scorecard. Literature reviews confirm that the selected indicators are appropriate metrics to assist in evaluating community safety and preventing gang crime. Family trauma and delinquency, civic engagement and crime rates, economic opportunities and youth violence are just some of the indicators prominently discussed in the literature yielding important insights into Santa Rosa communities.

Several options of geographic boundaries were reviewed – including school districts, census tracts, City of Santa Rosa Community Advisory Board districts, zip codes, and

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customized boundaries – and ultimately Santa Rosa Police Beats were selected. The Goals Team decided to recommend using Police Beats based on their size and alignment within city limits, and to remain consistent with current data analyses historically monitored by the Santa Rosa Police Department. In anticipation of annexing County pockets within the Roseland community, the Goals Team included these areas within the data to establish a consistent baseline for future Scorecards.

The Scorecard also identifies high-need areas of Santa Rosa with a higher density of youth-involved crime, including Corby/Hearn, Downtown, Roseland, South Park, W. 9th, and W. Steele Lane. The intent of identifying the high-need areas is to engage local stakeholders with a specific interest in these areas, such as those representing other City departments, schools, businesses, parks, or residents. The goal is to involve the community in understanding the issues impacting these areas and subsequently identifying strategies to address these issues in order to enhance the quality of life for these areas.

A new Scorecard will be generated every three years and will include data to measure the long term efforts of engaging stakeholders of The Partnership and community. Annual status updates on trends for each domain, along with indicator data, will be generated and analyzed by staff and members of The Partnership in order to surface accomplishments of efforts or issues needing to be addressed.

FISCAL IMPACT

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

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

The finalized Scorecard was reviewed and adopted by the Policy Team of The Partnership on April 13, 2016.

NOTIFICATION

Not applicable

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ATTACHMENTS

- Attachment 1 – Community Safety Scorecard

CONTACT

Serena Lienau
slienau@srcity.org
(707) 543-3457