



CHOICE CYCLE XI GRANT PROGRAM

FUNDING RECOMMENDATIONS

City Council
June 7, 2022

MAGALI TELLES, DIRECTOR

BACKGROUND

- Measure O passed in 2004, a quarter-cent Transaction and Use Tax for 20 years, concluding in FY 2024-25
- The Violence Prevention Partnership and Recreation's Neighborhood Services Division receive 20% of Measure O (2004) revenue
- 35% of this 20% is allocated for grants to community-based organizations and local school districts
- Launched the Community Helping Our Indispensable Children Excel (CHOICE) Grant Program in 2006

BACKGROUND CONT'D

- Rebranded from the Mayor's Gang Prevention Task Force to the Violence Prevention Partnership in 2015
- Developed the Community Safety Scorecard in 2016, identifying violence prevention as a public health issue
- Incorporated findings in creating the 2017-22 Strategic Plan
 - School Readiness
 - Street Outreach & Mediation
 - Student Engagement & Truancy Prevention
 - *Workforce Development*

CYCLE XI FUNDING OVERVIEW

- July 1, 2022 to December 31, 2024
- Allocation Year One: \$750,000 with a \$150,000 cap per agency
- Allocation Year Two and Three: \$750,000 with a \$150,000 cap per agency and contingent upon:
 - Available funds
 - Satisfactory performance of scopes of work
 - Completion of required outcomes and measurements
 - Discretion of the City Manager or Designee

CYCLE XI PROCESS OVERVIEW

- Summer 2021 – Community Needs Assessment
- January 10, 2022– Request for Qualification (RFQ) released
- January 25, 2022– Technical Assistance Orientation
- February 17, 2022– RFQ deadline
 - 17 applications, totaling \$2,063,090 in funding requests per year
- February 24, 2022– Grant Review Team Orientation
- April 5, 2022– Grant Review Team’s Funding Recommendations
- May 18, 2022– Executive Advisory Board Adoption

GRANT REVIEW TEAM

Bridget Beck

Sonoma County Probation

Leslie Graves

Community Advisory Board

John Cregan

Santa Rosa Police

Jesus Rosales

Verity

Anna Trunnell

Santa Rosa City Schools

Jeff Tibbets

Santa Rosa Recreation

Hector Rico

Roseland School District

FUNDING RECOMMENDATIONS

SCHOOL READINESS

Agency	Program	Funding Amount
Community Child Care Council	Early Education Outreach Intervention Program	\$130,000

FUNDING RECOMMENDATIONS

STUDENT ENGAGEMENT & TRUANCY PREVENTION

Agency	Program	Funding Amount
Center for Well Being	Project T.R.U.E.	\$55,000
Community Matters	Safe School Ambassadors Program	\$56,000
LandPaths	Rooting Youths in Nature	\$119,000
Raizes Collective	Programa Cosecha	\$50,000

FUNDING RECOMMENDATIONS

STREET OUTREACH & MEDIATION

Agency	Program	Funding Amount
Boys & Girls Club of Sonoma-Marin	Diversion & Intervention REACH	\$100,000
Community Action Partnership	Roseland Strong	\$120,000
Lifeworks of Sonoma County	El Puente	\$120,000

FUNDING RECOMMENDATIONS

WORKFORCE DEVELOPMENT

No Programs were recommended for funding

RECOMMENDATION

It is recommended by the Office of Community Engagement that the Council, by resolution:

1. Adopt the funding recommendations of the Grant Review Team for the Measure O (2004) CHOICE Cycle XI Grant Program for July 1, 2022 – December 31, 2024 and direct the City Manager or designee to enter into funding agreements with approved providers; and
2. Authorize the City Manager or designee to approve and execute the funding agreements and amendments with CHOICE Cycle XI funded agencies, subject to approval as to form by the City Attorney.



QUESTIONS?

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June 7, 2022

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