

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JASON CARTER, INTERIM DIRECTOR
JERILYN HOLM, ADMINISTRATIVE ANALYST
COMMUNITY PROGRAMS & ENGAGEMENT
SUBJECT: MEASURE O (2004) CYCLE X CHOICE GRANT PROGRAM
FUNDING RECOMMENDATIONS

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Community Programs & Engagement Department that the Council, by resolution: 1) adopt the yearly funding recommendations of the Grant Review Team for the Measure O (2004) CHOICE Cycle X Grant Program with year two funding contingent on successful completion of year one; 2) direct staff to enter into funding agreements with approved providers; and 3) authorize the City Manager or designee to approve and execute the funding agreements and any amendments with CHOICE Cycle X approved providers.

EXECUTIVE SUMMARY

Staff will present the funding recommendations from the Grant Review Team for the Measure O (2004) CHOICE Cycle X Grant Program. This item fulfills Council Goal, "Provide for community safety, valued City services, and open government," by strengthening youth and families and building a healthy and resilient community by leading, mobilizing and aligning our community resources. The Santa Rosa Violence Prevention 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.

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

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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 Violence Prevention Partnership (The Partnership), *formerly the Mayor's Gang Prevention Task Force*, both housed within the Community Programs & Engagement Department.

Measure O (2004) stipulates that grant funding shall be provided to organizations for youth and parenting programs which focus on gang and anti-violence education, prevention and intervention, community safety, and a comprehensive array of social services in high need neighborhoods.

In 2006, The Partnership established the annual Community Helping Our Indispensable Children Excel (CHOICE) Grant Program and issued its first Request for Qualifications (RFQ) process for organizations and schools to fulfill this Measure O (2004) requirement. Beginning with CHOICE Cycle VII in 2013, Council approved a shift from one-year funding cycles to a two-year funding term for the CHOICE Grant Program.

From fall 2016 through summer 2017, The Partnership undertook its third strategic planning process to revisit its Mission, Vision, and Values to identify key strategies for the period of 2017-2022. The strategic planning process included data gathering and analysis through surveys and focus groups with community members and partners, complemented by extensive research of evidence-informed practices and programming, with an emphasis on performance-based outcomes.

After extensive analysis of previous strategic plan efforts and Strategy Recommendations identified in the 2016 Community Safety Scorecard (Scorecard), in addition to public input from over 1,000 surveys and focus groups with community members and partners, four of the 10 Scorecard Strategy Recommendations were prioritized and incorporated into the 2017-2022 Strategic Plan and the CHOICE Cycle X Grant Program Request for Proposals (RFP).

For more information about the 2017-2022 Strategic Plan, Community Safety Scorecard, or the CHOICE Cycle X Grant Program Request for Proposals, visit www.srcity.org/ThePartnership.

In alignment with the Strategic Plan and Scorecard, on July 23, 2019, the City of Santa Rosa released the CHOICE Cycle X RFP to identify community-based organizations and school districts qualified to provide youth and gang violence prevention and intervention services in four funding categories:

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

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For CHOICE Cycle X, all proposals were required to contribute a 50% match (cash or up to 25% of in-kind) of requested funding. This match requirement is intended to increase the sustainability of the funded programs by reducing the reliance on Measure O (2004) funding in order to sustain programming. In addition, all applications had to clearly identify services for residents of high-need areas as identified in the Community Safety Scorecard.

A complete copy of the RFP can be found at
<https://srcity.org/DocumentCenter/View/26399/CHOICE-CYCLE-X-RFP-FINAL>

Attachment 2 – Reviewer Rating Form summarizes the evaluation criteria used by the Grant Review Team.

PRIOR CITY COUNCIL REVIEW

Not applicable

ANALYSIS

The City received 15 applications from 14 agencies in response to the CHOICE Cycle X RFP. Agencies submitted budgets for one year of funding, with total requests totaling \$1,811,709 per year, exceeding the available funding of \$840,000 per year or \$1,680,000 for the two-year funding cycle. Attachment 1 identifies the CHOICE Cycle X Grant Review Team's funding recommendations, as well as the agencies not recommended for funding by the review committee. Funding of the Cycle X Year Two of the two-year cycle is contingent on the successful completion of Year One requirements outlined in Exhibit B to the Resolution– Cycle X Funding Agreement Template.

Cycle X Funding Recommendations were established on September 30, 2019 by a seven-member, volunteer-based Grant Review Team, comprised of representatives from multiple sectors of the community:

- Cecile Querubin – Community Advisory Board and Santa Rosa Together
- Leah Hernandez – Recreation's Neighborhood Services Division
- Lisa Valente – Sonoma County Probation Department
- Patricia Turner – Santa Rosa City Schools
- Pedro Avila – Santa Rosa Junior College
- Rainer Navarro – Santa Rosa Police Department
- Victoria Fleming – Santa Rosa City Council

Following the convening on September 30, 2019, the CHOICE Cycle X Grant Review Team's funding recommendations were adopted by the following Violence Prevention Partnership Cohorts:

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Executive Advisory Board on November 4, 2019:

- Jason Carter – Santa Rosa Community Programs & Engagement
- Rainer Navarro – Santa Rosa Police Department
- Tom Schwedhelm – Santa Rosa City Council

Steering Committee on November 7, 2019:

- Diann Kitamura – Santa Rosa City Schools
- Jason Carter – Santa Rosa Community Programs & Engagement
- Oscar Chavez – Sonoma County Human Services
- Peter Rumble – Santa Rosa Metro Chamber
- Rainer Navarro – Santa Rosa Police Department
- Tom Schwedhelm – Santa Rosa City Council

Staff has participated in funding agreement negotiations with each organization recommended for funding by the CHOICE Cycle X Grant Review Team. Attachment 1 outlines the organizations recommended for funding; the recommended amount of the funding agreement compared to the amount requested; and a brief description of the recommended services provided.

A contracted evaluation team, assisted by City staff, will thoroughly monitor and evaluate the quantitative and qualitative performance of funded organizations throughout both years of the CHOICE Cycle X funding agreement, with a contingency of Year Two funding based upon available funds, satisfactory performance of scopes of work, completion of the required outcomes and measurements of each funding agreement, and subject to the discretion of the City Manager or Designee.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund or Measure O (2004).

ENVIRONMENTAL IMPACT

The Council finds that the proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA) under 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 that no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

- Attachment 1 – Cycle X Funding Recommendations
- Attachment 2 – Grant Reviewer Rating Form
- Resolution/Exhibit A - CHOICE Cycle X Funding Recommendations
- Resolution/Exhibit B - CHOICE Cycle X Funding Agreement Template

CONTACT

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