

**From:** [NAACP Santa Rosa - Sonoma County](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Letter of Support for item 15.3  
**Date:** Monday, November 18, 2024 5:31:27 PM  
**Attachments:** [Letter of Support for 15.3\\_VPP.pdf](#)

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Dear Council,

Please see the attached letter of support.



**Kirstyne Lange**  
she/her  
President, Santa Rosa - Sonoma NAACP

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*Santa Rosa-Sonoma County Branch*

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Monday, November 18, 2024

Mayor Rogers and Members of the Santa Rosa City Council  
City of Santa Rosa  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

**Subject: Urgent Request for Support of Measure H Allocation to Violence Prevention Partnership**

Dear Mayor Rogers and Esteemed Council Members,

I am writing to urge your approval of the proposed agreement with New Hope for Youth (NHFY) to provide Street Outreach and Crisis Response Services under the Violence Prevention Partnership, funded by Measure H. This initiative is a critical investment in public safety, equity, and youth development within our community.

NHFY's trauma-informed and equity-driven approach, rooted in public health principles, is uniquely positioned to address the alarming rise in youth and gang-related violence, which has intensified post-pandemic. By employing Credible Messengers—trusted individuals with lived experience—this program offers proven strategies such as conflict mediation, victim support, and family engagement. These efforts not only reduce violence but also alleviate the burden on law enforcement and create pathways to success for at-risk youth.

The benefits of this initiative are clear:

- Empowering Youth and Families: NHFY provides vital resources and support to high-risk youth, fostering long-term safety and stability in our neighborhoods.
- Promoting Trauma-Informed Care: The program employs evidence-based strategies to address violence through a public health lens, ensuring equitable access to services.
- Supporting Collaboration: It brings together city stakeholders, law enforcement, and community members to work toward shared safety goals.
- Investing in Credible Messengers: The program's reliance on individuals with lived experience builds trust and breaks cycles of violence.
- Focusing on Sustainable Solutions: By providing wraparound services, this initiative delivers measurable community benefits while reducing reliance on traditional law enforcement interventions.

I respectfully request that the Council support Item 15.3, approving the funding and partnership agreement for these essential services. The positive impact on our community cannot be overstated.

Thank you for your leadership and commitment to the safety and well-being of Santa Rosa's residents. I look forward to your support of this life-changing initiative.

**Sincerely,**

**Kirstyne A. Lange**  
President, NAACP Santa Rosa - Sonoma County Branch

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**About the NAACP:**

The NAACP advocates, agitates, and litigates for civil rights due to Black America. Our legacy, rooted in grassroots activism by 20th-century civil rights pioneers, is sustained by 21st-century advocates. From classrooms and courtrooms to city halls and Congress, our nationwide network works to end race-based discrimination and secure social and political power for all marginalized people. Our commitment is to a world free from racism, where Black communities and all marginalized people thrive. The **Santa Rosa - Sonoma County NAACP Branch #1074**, chartered in January 1953, is a 501(c)4 civil rights organization.

**From:** [Alcina Horstman](#)  
**To:** [\\_CityCouncilListPublic](#); [Rogers, Natalie](#); [CMOffice](#)  
**Subject:** [EXTERNAL] Please approve Item 15.3  
**Date:** Monday, November 18, 2024 7:16:19 PM

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I'm writing to ask you all to approve item 15.3 of your agenda for tomorrow's meeting.

Approval of PSA for Street Outreach and Crisis Response Services

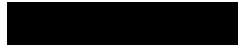
Let's reduce law enforcement costs and invest in proven services - there is exhaustive research & data on the benefits of violence prevention:

<https://www.cdc.gov/violence-prevention/index.html>

<https://www.propublica.org/article/are-community-violence-interruption-programs-effective>

Thank you!

Alcina Horstman (she/her)



*"Ours is not the task of fixing the entire world all at once, but of stretching out to mend the part of the world that is within our reach".*

*Clarissa Pinkola Estes*

**From:** [Robin Jurs](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Violence Prevention Partnership  
**Date:** Monday, November 18, 2024 8:23:36 PM

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As a resident of Santa Rosa, I am writing in support of the agenda item 15.3 which would approve the funding of the Street Outreach and Crisis Response Team as part of the Violence Prevention Partnership. Count me among those who see this approach as the most effective in addressing issues related to what is happening on the streets of our city with the unhoused and vulnerable. We cannot turn our backs on people in need, especially as the winter is setting in. We also need to have the right kind of interventions and this program provides the kind of wrap around services that are critically needed.

Thank you for your attention to my request for your support.

Robin Jurs

[REDACTED]

Santa Rosa, CA 95409

**From:** [Kibby MacKinnon](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Support for violence prevention program  
**Date:** Tuesday, November 19, 2024 5:52:58 AM

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Dear city council members,

We all know the saying "an ounce of prevention is worth a pound of cure." As a teacher, I know that getting families onboard and working together with the school is the best way to ensure learning and growth. Let's empower youth and families, and give them the resources they need to thrive.

Please support funding for the violence prevention program.

Sincerely,  
Kibby MacKinnon  
Santa Rosa

**From:** [Jesus Diaz](#)  
**To:** [City Council Public Comments](#)  
**Subject:** Re: [EXTERNAL] Public Comment on Item 15.3.  
**Date:** Tuesday, November 19, 2024 10:21:11 AM  
**Attachments:** [Letter to the city.docx](#)

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I apologize, here it is.  
Thank you.

On Tue, Nov 19, 2024 at 8:09 AM City Council Public Comments <[cc-comment@srcity.org](mailto:cc-comment@srcity.org)> wrote:

Hello – Please send your letter as an attachment (not a hyperlink for security purposes) or copy and pasted within an e-mail.

Sincerely,

Dina Manis

City Clerk.

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**From:** Jesus Diaz [REDACTED]  
**Sent:** Monday, November 18, 2024 1:40 PM  
**To:** City Council Public Comments <[cc-comment@srcity.org](mailto:cc-comment@srcity.org)>  
**Subject:** [EXTERNAL] Public Comment on Item 15.3.

[Letter to the City Council](#)

**11/18/2024**

**Santa Rosa City Council**

Santa Rosa, California

**Subject:** Public Comment on item 15.3.

Dear Members of the Santa Rosa City Council,

I am writing to strongly urge the Council to increase funding and institutional support for essential violence prevention programs serving Santa Rosa and Sonoma County, including the Violence Prevention Partnership, Restorative Resources, and the New Hope program. These initiatives are instrumental in addressing the systemic and root causes of violence in our community, yet they remain critically underfunded and constrained in their capacity to expand and meet growing needs.

As you know, violence in its many forms—whether criminal activity, domestic conflicts, or community unrest—poses a profound challenge to public safety and quality of life in Santa Rosa. While law enforcement remains a vital component of our collective response, it is equally imperative that we invest in proactive solutions that address the precursors to violence. Programs like New Hope demonstrate the power of prevention by providing mentorship, education, and resources to at-risk youth, offering them alternatives to cycles of harm, disengagement, and marginalization.

Additionally, I strongly advocate for the allocation of resources to recruit and train intervention workers with lived experience in overcoming violence and trauma. Such individuals bring unparalleled credibility, empathy, and insight, fostering meaningful connections with vulnerable populations and acting as transformative agents of hope and change.

The benefits of investing in these programs cannot be overstated. Prioritizing violence prevention initiatives will lead to safer neighborhoods, reduced recidivism, stronger community ties, and more positive outcomes in education and mental health. These programs represent not only a moral imperative but also a strategic investment in our city's long-term prosperity and cohesion. I respectfully request that the Council prioritize the expansion of these programs in upcoming budget discussions and consider integrating additional funding mechanisms to ensure their sustainability. I would welcome the opportunity to collaborate or provide further insights into the pressing needs of our community and the transformative potential of these initiatives.

Thank you for your commitment to fostering a safer, healthier, and more inclusive Santa Rosa. I trust in your leadership and vision to make these critical investments a reality.

Sincerely,  
**Jesus Diaz**

A solid black rectangular redaction box covering the signature area.