



# Cycle IX CHOICE Grant Program Funding Recommendations

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OFFICE OF COMMUNITY ENGAGEMENT

SANTA ROSA VIOLENCE PREVENTION PARTNERSHIP

JANUARY 9, 2018

# Background

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- Measure O passed in 2004 and the Community Helping Our Indispensable Children Excel (CHOICE) Grant Program began in 2006
- Quarter-cent Transaction and Use Tax for 20 years, concluding in FY 2024-25
- Violence Prevention & Intervention Services receive 20% of revenue, shared with Recreation & Parks and the Violence Prevention Partnership
- 35% of this revenue is allocated for grants to local school districts and community-based organizations



# Cycle IX Process Overview

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- Request for Qualifications released October 3, 2017
  - Technical Workshop – October 30, 2017
- Due date November 16, 2017
  - Postponed due to fire disaster
- 50% cash or in-kind match to increase leveraged funding and program sustainability
- Positive Youth Justice Framework
  - Enhancement of Guiding People Successfully (GPS) program

# Cycle IX CHOICE Funding

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- Two-Year Funding Cycle
- Second year contingent upon:
  - Available funds
  - Satisfactory performance
  - Completion of required outcomes
  - Discretion of City Manager



# Funding Categories and Priority Areas

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- 2017-2022 Strategic Plan
- Category One
  - School Readiness
  - School Engagement & Truancy Prevention
  - Workforce Development
- Category Two
  - Street Outreach, Intervention, and Mediation

# Proposal Review Process

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- Structured review process using rating forms based on criteria in Request for Qualifications
- Four-step process
  - Individual review by the Grant Review Team
  - City Staff analyzed and compiled results
  - Group determination of Qualification
  - Determination of Funding Recommendations

# Grant Review Team

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ACEs Connection  
Sonoma County Health Services

Nora Mallonee-Brand

Program Manager  
Health Action  
Sonoma County Health Services

Angie Dillon-Shore

Executive Director  
First 5 Sonoma County

Sherinne Wilson

Recreation Supervisor  
Santa Rosa Recreation & Parks

Caluha Barnes

Community Engagement Director  
City of Santa Rosa

Sheralynn Freitas

Retired Deputy Chief  
Sonoma County Probation

Jack Tibbetts

Councilmember  
City of Santa Rosa

Veronica Cruz

Board member  
Community Advisory Board

# Cycle IX CHOICE Proposals

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- \$736,700 in available funding
- 18 applications received from 17 agencies
  - 1 County of Sonoma
  - 3 School Districts/Charter School
  - 13 Community-based Organizations
- \$1,905,627 in funding requests



# Funding Recommendations Category One

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Agency	Program	Funding Amount
Community Action Partnership of Sonoma County	Roseland Strong Initiative	\$120,000
Community Child Care Council of Sonoma County (4Cs)*	Early Education Outreach Specialist	\$52,000
LandPaths*	Bayer Farm Programs	\$64,700
LifeWorks of Sonoma County	El Puente (The Bridge)	\$65,000

\*Indicates newly funded program

# Funding Recommendations Category Two

Agency	Program	Funding Amount
Boys & Girls Clubs of Central Sonoma County	The Club at Juvenile Hall and REACH	\$120,000
California Youth Outreach	Street Outreach Program	\$120,000
Child Parent Institute	Triple P Parent Support	\$60,000
The Salvation Army	Double Punches Boxing Club	\$15,000

# Grant Review Team Perspective

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# Recommendation

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1. Adopt the funding recommendations of the Grant Review Team for Cycle IX of the Measure O CHOICE Grant Program for Calendar Years 2018-2019 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 IX funded agencies, subject to approval as to form by the City Attorney.