



CHOICE CYCLE X GRANT PROGRAM

FUNDING RECOMMENDATIONS

City Council
December 17, 2019

JASON CARTER, INTERIM DIRECTOR
JERILYN HOLM, ADMINISTRATIVE ANALYST

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 X FUNDING OVERVIEW

- January 1, 2020 to December 31, 2021
- Year One: \$840,000 with a \$200,000 cap per agency
- Year Two: \$840,000 with a \$200,000 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 X PROCESS OVERVIEW

- Summer 2019 – Community Needs Assessment
- July 23, 2019 – Request for Proposals (RFP) released
- August 5, 2019 – Technical Assistance Orientation
- August 27, 2019 – RFP deadline
 - 15 applications, totaling \$1,811,709 in funding requests per year
- September 9, 2019 – Grant Review Team Orientation
- September 30, 2019 – Grant Review Team's Funding Recommendations
- November 4, 2019 – Executive Advisory Board Adoption
- November 7, 2019 – Steering Committee Adoption

GRANT REVIEW TEAM

Cecile Querubin

Community Advisory Board
Santa Rosa Together

Leah Hernandez

Santa Rosa Recreation

Lisa Valente

Sonoma County Probation

Patricia Turner

Santa Rosa City Schools

Pedro Avila

Santa Rosa Junior College

Rainer Navarro

Santa Rosa Police

Victoria Fleming

Vice Mayor of Santa Rosa

FUNDING RECOMMENDATIONS

SCHOOL READINESS

Agency	Program	Funding Amount
Community Child Care Council of Sonoma County (4C's)	School Readiness Outreach Staff & Early Learning Scholarships	\$130,000
LandPaths	iREAD	\$13,500

FUNDING RECOMMENDATIONS

STUDENT ENGAGEMENT & TRUANCY PREVENTION

Agency	Program	Funding Amount
Center for Well Being	Project T.R.U.E.	\$35,000
Community Action Partnership of Sonoma County	Roseland Strong 2020-21	\$120,000
LandPaths	iSCHOOL	\$90,000
The Salvation Army	Tutoring & Mentoring Program (TAMS)	\$23,500

FUNDING RECOMMENDATIONS

STREET OUTREACH & MEDIATION

Agency	Program	Funding Amount
Boys & Girls Club of Sonoma-Marin	The Club at Juvenile Hall & REACH	\$100,000
Child Parent Institute	Family Focused Prevention & Intervention	\$60,000
Lifeworks of Sonoma County	El Puente	\$120,000

FUNDING RECOMMENDATIONS

WORKFORCE DEVELOPMENT

Agency	Program	Funding Amount
Conservation Corps North Bay	Career Pathways Program	\$48,000
Social Advocates for Youth	Career & Life Readiness	\$100,000

RECOMMENDATION

It is recommended by the Community Programs & Engagement Department that the Council, by resolution:

- 1) adopt the funding recommendations of the Grant Review Team for the Measure O (2004) CHOICE Cycle X Grant Program for January 1, 2020 – December 31, 2021 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 X funded agencies, subject to approval as to form by the City Attorney.



QUESTIONS?