

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JASON CARTER, PROGRAM MANAGER
SERENA LIENAU, PROGRAM ANALYST
OFFICE OF COMMUNITY ENGAGEMENT
SUBJECT: MEASURE O CYCLE IX CHOICE GRANT PROGRAM FUNDING
RECOMMENDATIONS

AGENDA ACTION: RESOLUTION

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 Cycle IX of the Measure O CHOICE grant program for Calendar Years 2018-19 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.

EXECUTIVE SUMMARY

Staff will present the funding recommendations from the Grant Review Team for the Measure O Cycle IX CHOICE Grant Program. This item fulfills Council Goal 5:2 by providing grant funding 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.

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 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 dedicated for Gang Prevention/Intervention Services is allocated between Recreation and Parks and the

Violence Prevention Partnership (The Partnership), which is housed within the Office of Community Engagement.

Measure O 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 undertook its first Request for Qualifications process for organizations and schools to fulfill this Measure O requirement. Beginning with Cycle VII in 2013, Council approved 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 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, this process, coupled with an analysis of previous strategic plan efforts and recommendations identified in the 2016 Community Safety Scorecard (Scorecard), informed the development of the new strategic plan for the next five years.

The results of analyzing the Scorecard's data produced 10 key recommendations, which were incorporated within the data gathering process for the development of the strategic plan. After affirmation from over 1,000 surveys and focus groups with community members and partners, four of the 10 strategies were prioritized and incorporated into the 2017-2022 strategic plan and Cycle IX CHOICE grant program Request for Qualifications (RFQ). For more information about the 2017-2022 Strategic Plan and Community Safety Scorecard, visit www.srcity.org/ThePartnership. Throughout the strategic planning process, The Partnership's Steering Committee provided leadership and guidance, as did members of the Policy and Operational Teams.

On October 3, 2017, the City of Santa Rosa released the Cycle IX CHOICE RFQ to identify school districts and community-based organizations qualified to provide youth and gang violence prevention and intervention services in two funding categories.

- Category One:
 - School Readiness
 - School Engagement and Truancy Prevention
 - Workforce Development
- Category Two:
 - Street Outreach, Mediation, and Intervention

For Cycle IX, all funded programs were required to contribute 50% match (cash or up to 25% of in-kind). The gradual increasing of the match requirement is intended to increase the sustainability of the funded programs by reducing the reliance on Measure O funding.

A complete copy of the RFQ can be found at <https://srcity.org/2207/Choice-Grants>. Agencies providing services in or for residents of high-need areas identified in the 2016 Community Safety Scorecard received a maximum of five bonus points per application. 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 18 applications from 17 agencies in response to the RFQ. Attachment 1 identifies the 16 programs determined to be qualified to provide services in one or more of these categories based on the criteria established in the RFQ. Agencies submitted budgets for one year of funding, with funding requests totaling \$1,905,627, well in excess of the \$736,700 in available funding for January 1, 2018 – December 31, 2019. Funding for the second year of the two-year funding cycle is contingent upon fulfilling the contractual requirements as outlined in Attachment 3 – Cycle IX Funding Agreement Template.

An eight-member grant review team comprised of volunteers, one Council member and city staff evaluated the proposals, to determine those most responsive. They team, whose members are listed below, met on December 14, 2017 to determine funding recommendations.

- Allison Berk – Sonoma County Health Services (ACEsConnection)
- Angie Dillon-Shore – First 5 Sonoma County, The Partnership Policy Team member
- Caluha Barnes – Office of Community Engagement, City of Santa Rosa
- Jack Tibbetts – City of Santa Rosa City Council
- Nora Mallonee-Brand – Sonoma County Health Services Department (Health Action)
- Sherinne Wilson – Santa Rosa Recreation & Parks Department
- Sheralynn Freitas – Sonoma County Probation Department
- Veronica Cruz – Santa Rosa Community Advisory Board

Staff have met with each agency recommended for funding to negotiate funding agreements. Attachment 1 outlines the agencies to be funded, the amount of each funding agreement as compared to the amount requested, and a brief description of the services to be provided.

Staff will closely monitor and evaluate the performance of all funded agencies for the first year of funding for Cycle IX. The second year of funding is subject to the discretion of the City Manager and contingent upon available funds, satisfactory performance of scopes of work, and completion of the required outcomes and measurements by funded agencies.

FISCAL IMPACT

Council approval does not have a fiscal impact on the General Fund or Measure O.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

- Attachment 1 (Cycle IX Funding Recommendations)
- Attachment 2 (Grant Reviewer Rating Form)
- Resolution/Exhibit A (Cycle IX Funding Recommendations)
- Resolution/Exhibit B (Cycle IX Funding Agreement Template)

CONTACT

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