

Open House

August 25, 2021

Community Advisory Board



Citizen-led Effort

- the City held several listening and planning sessions led by the City Council to better understand violence in Santa Rosa
- the City formed a task-force that later became the Violence Prevention Partnership
- citizens led an effort to pass Measure O, a tax that funds services for families
- residents made a plan to stop violence and reached out to community partners and organizations for support
- the City asked the community for input on how to spend funds from the Measure O tax



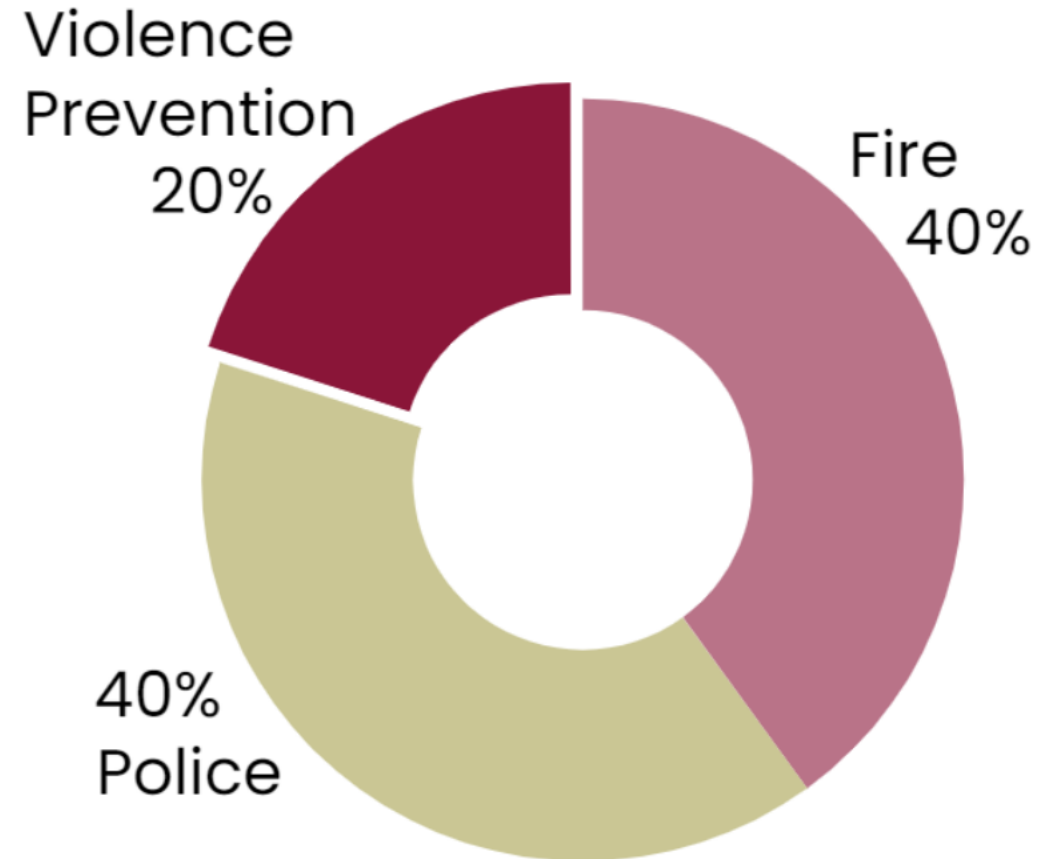
The Violence Prevention Partnership





Measure O

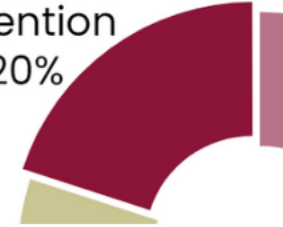
- Passed by voters in 2004; expires in 2024
- Quarter-cent sales tax
- Estimated annual revenue of \$7 million
- Allocated to
 - Fire
 - Police
 - Violence Prevention



Measure O

- Formed the Violence Prevention Partnership to fund services in our neighborhoods that help stop violence before it starts

Violence
Prevention
20%



**35% of Violence
Prevention funds**

10 community based
organizations received
grant funds (CHOICE)



**65% of Violence
Prevention funds**

after-school programs
(Neighborhood Services)
administered by Recreation
Department; Recreation Department
staffing; Partnership staffing



Violence Prevention During Overlapping Crises

When the pandemic hit, Santa Rosa residents were still recovering from the devastation of the Tubbs Fire in 2017 and the Kincaide Fire and Russian River flooding in 2019.

The pandemic impacted employment, schools, childcare, and housing, in addition to creating isolation and causing some residents to lose services.

It revealed more needs in our community than ever before.



The Partnership Staff



Magali Telles, Community
Engagement Division Director



Danielle Garduno, Community
Engagement Program Manager



Jerilyn Holm,
Administrative Analyst



Gustavo Mendoza, Community
Outreach Specialist



Irma Cuevas,
Wraparound Coordinator



Madeline Brown, Senior
Administrative Assistant

The 10 Roots of Community Violence

- families are disconnected from community and support
- neighborhoods are unsafe
- police do not have strong relationships with community members
- students do not reach their potential
- reentry is not supported
- families experience unemployment and poverty
- families have poor access to health and mental health care
- government is not well-organized or held to account
- prevention services are lacking
- violence is normalized



Neighborhood Services



Offers youth and family programming at the neighborhood level.

Recreation



Academic Support



Neighborhood Services staff worked hard to ensure that these opportunities remained available during the pandemic in 2020.



CHOICE

Community
Helping Our
Indispensable
Children Excel



Four Pillars

of the Violence Prevention Partnership



School Readiness



Student Engagement
& Truancy Prevention



Street Outreach
& Mediation



Workforce
Development

Result we seek

All Santa Rosa youth are healthy, safe, and connected to their families, schools, communities, and futures.



Results-Based Accountability Framework

HOW
MUCH

How much did we do?

HOW
WELL

How well did we do it?

BETTER
OFF

Is anyone better off?



Spectrum of Community Engagement

Increasing level of impact



INFORM



CONSULT



INVOLVE



COLLABORATE



OWNERSHIP

Sources: International Association for Public Participation (IAP2) 2018;
Rosa Gonzalez, The Spectrum of Community Engagement to Ownership, Facilitating Power, no date

**Keeping the roots of violence in mind,
where do you believe the Violence
Prevention Partnership needs to invest
more to support health and safety of Santa
Rosa families today?**

<https://www.surveymonkey.com/r/BGRS98T>



Save the Date

We want to hear more from you! Please mark your calendars for these listening sessions. Check our website for more details.

**Wednesday, September 1 at 5:00 pm
(SPANISH)**

**Wednesday, September 8 at 5:30 pm
(ENGLISH)**

**Thursday, September 23 at 5:30 pm
(SPANISH)**





Questions?

Thank You!

