Dear Santa Rosa Community Partner,

We are proud that our CHOICE partners found innovative ways to use Measure O-funded resources to respond to the challenge of the 2020 pandemic and to address changing needs in our community following the 2017 and 2019. For example, we acted quickly by supporting our partners in taking services online and using virtual tools to stay in touch.

During challenging times it is especially important that we can measure how well we are meeting the needs of the families we serve. Looking back on this past year, we want to answer:

- How much did we do?
- How well did we do it?
- Is anyone better off?

These questions are key parts of the Results-Based Accountability framework that the City and many local funders are adopting. The City and community partners are using this framework to track progress in our key areas of work, such as school engagement and workforce development. Highlights of our recent work are captured in this report on pages 8 to 12.

In 2021, we will continue working to engage partners in addressing inequities. We will also connect our key areas of work to local indicators – like data about school performance – to help us even more clearly link our program efforts with changes we want to see at the community level.

We invite you to join us by attending our quarterly Policy Committee meetings (currently available virtually only) and by following our updates on Facebook.

Thank you for choosing to vote for Measure O and for helping to create the “Community Helping Our Indispensable Children Excel” program. It’s our collective choice to create a safe and healthy community for all.
Measure O

Santa Rosa residents approved Measure O to prevent the root causes of violence and to support services in our neighborhoods. Cycle X CHOICE grants put your dollars to work by connecting families with resources and supports creating healthy neighborhoods for all. Measure O:

- Passed by Santa Rosa City constituents in 2004; expires in 2024
- Provided a quarter-cent sales tax with an estimated annual revenue of $7 million allocated to the following services:

  - Police: 20%
  - Fire: 40%
  - Violence Prevention: 40%

- Established the Violence Prevention Partnership to oversee funding

Community Child Care Council (4Cs) participant

"I am so excited for us. I can now look for work and find a stable place for me and my children."

CHOICE grant funds: 10 community based organizations

Neighborhood Services Programs funds (administered by Recreation Department)
The City of Santa Rosa and the Violence Prevention Partnership are dedicated to engaging with community members to create a healthy Santa Rosa. The CHOICE grant project of 2020 is the result of many community engagement experiences beginning in 2003 and including:

- listening and planning sessions to study violence in Santa Rosa, initiated by City Council and led by Community Engagement
- the formation of the Mayor’s Gang Prevention Task Force, which evolved into the Violence Prevention Partnership (officially renamed in 2015)
- a citizen-led effort to craft and pass Measure O, which funds this work
- strategic plan development engaging cross sector partners and stakeholders
- community needs assessments to inform request for funding proposals

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

When California’s stay-at-home order went into effect in March 2020, Santa Rosa residents were still recovering from the devastating effects of the Tubbs Fire in 2017 and the Kincade Fire in 2019. CHOICE providers reported increased needs in the community in 2018 and 2019. The onset of the pandemic and its effects on employment, schools, childcare, and housing, in addition to the impacts of isolation and suspension of services, revealed more needs in our community than ever before. At the same time, COVID-19 restrictions have limited the scope of some services or even made those services impossible. The 2020 fires put even more pressure on our community and our grantees.

We are proud of our CHOICE grantees’ agile responses to the unique challenges presented by the pandemic. Services were quickly moved online or outdoors and focus shifted to responsive support. The quick pivot in services and their delivery method allowed CHOICE grantees to work with families to meet their needs in innovative ways. You’ll find some of the results noting how families are "better off" in future sections of this report.
Communities cannot thrive or be healthy unless they are safe. Safe communities are key to improving education, housing, and economic opportunities, and reducing the likelihood of various health problems, such as diabetes, heart disease, asthma and depression. Failing to prevent violence is costly to taxpayers, creating large outlays for law enforcement, medical care, criminal justice, mental health care and social services. Violence and fear of violence also reduce business activity, home and property values, and tourism. Conversely, fostering community safety promotes thriving people as well as vibrant communities.

The literature is clear that when there is stronger community cohesion, there is also greater safety. When residents know each other, participate in community-wide events, and demonstrate respect for each other’s culture, they are more likely to share ownership over keeping the community safe and join together to solve problems.
The Violence Prevention Partnership

After rebranding from the Mayor’s Gang Prevention Task Force in 2015, The Partnership expanded the scope of its mission to reduce youth and gang violence by adopting a public health approach. Consistent with other local initiatives such as Health Action, Cradle to Career, and Upstream Investments, The Partnership is designed to improve the health and safety of the community. This upstream approach of understanding the root causes of violence provides The Partnership with an opportunity to identify strategies that will address the key determinants of the community’s overall health and safety.

- **2003** Mayor’s Gang Prevention Task Force Formed
- **2004** Measure "O" Passed
- **2006** Choice Grant Funding Issued
- **2008-2012** Strategic Plan Implemented
- **2012-2016** Strategic Plan Implemented
- **2016** Community Safety Scorecard Created
- **2020** Violence Prevention Events Expand
- **2020** Monthly events replaced an annual conference and awareness week

- The community participated in assessing opportunities and threats
- Santa Rosa citizens voted to pay a quarter cent tax to support public safety
- The first cycle of community investment began and continued at $550K annually
- “Reclaiming our Youth for their Families, Schools, Communities and Futures.”
- Work continued with a new focus on the roots of violence
- Community members and stakeholders created indicators to monitor well-being
Violence prevention is about more than crime statistics. To build a safe and healthy community, the Violence Prevention Partnership focuses on four major strategies or pillars:

- School Readiness
- Student Engagement & Truancy Prevention
- Street Outreach & Mediation
- Workforce Development

“I am thankful for the virtual workshops and weekly check-ins during the summer. I got used to being on a virtual platform with other students I don’t know and asking questions. I think these skills will really help me when we start back at school.”

Social Advocates for Youth (SAY) participant

“Thank you for helping with child care services, I don’t know what I would do especially in the current times.”

4Cs Choice Child Care Scholarship enrolled family

Results-Based Accountability Framework

In the following pages we will report for CHOICE programming:

- HOW MUCH: How much did we do?
- HOW WELL: How well did we do it?
- BETTER OFF: Is anyone better off?
SCHOOL READINESS
Quality of care and programming for early childhood education improves the learning experiences of children, thus increasing their readiness and success in school. Early childhood education can help to close the opportunity gap, giving all children a healthy start in school and the ability to reach their full potential.

Positive Parenting and basic needs support for parents and caregivers; counseling for family members of all ages.

HOW MUCH 188 families provided with parenting classes and counseling
BETTER OFF 81% of children of families served demonstrating improved emotional and social behaviors

Prevention and intervention supporting parents and guardians—targeting high need areas—to expand access to high quality early education. Reduction of barriers to early learning programs through direct outreach and wraparound case management.

HOW MUCH 100 families got help (case management) finding childcare and other family supports
BETTER OFF 76% of children enrolled in childcare

Outdoor reading events for children 0-5 and their families.

HOW MUCH 274 youth and families participated in outdoor reading program "iRead"
BETTER OFF 94% of participant parents in iRead reported increased awareness of importance of reading to children
STREET OUTREACH & MEDIATION

When outreach workers work in collaboration across probation, law enforcement, community-based organizations, faith community, schools and families, they can often find ways to reunite disengaged youth with their community. Youth with strong community supports are more likely to avoid criminal justice involvement.

93

youth (32) and family members (61) engaged in counseling

93%

showed reduction in risk-taking behavior like gang involvement, violence, and substance use

150

youth participated in “the Club” or “Reach” programs

99%

avoided incarceration while enrolled in “Reach” program

“While at juvenile hall, [youth] participated in Club activities and was able to graduate high school...he went from being incarcerated and or in a facility for 2-3 years to living completely independent with no current family support... [youth] is currently enrolled at the Santa Rosa Junior College... and making academic progress. REACH was fortunate to have Trek Bikes donate a professional cycle for him in order for him to both get to school and work. After having some personal setbacks amidst the Covid-19 Pandemic, he was able to get back on track with his goals and activities with his REACH mentor...Most recently... [youth] secured a job!”

Boys & Girls Clubs program staff
STUDENT ENGAGEMENT & TRUANCY PREVENTION

Studies have consistently indicated that youth who stay in school and graduate have significantly reduced rates of disengaged and violent behaviors, and have the opportunity to reach their full potential.

80 parents participated in Padres Unidos Class

73% of participating parents reported increased youth school attendance

163 tutoring sessions in 2020

86% of students reported increased confidence and ability to communicate with instructors and peers

Where's How Well?

The performance measures reported here fall into the "How Much" or "Better Off" categories. "How Well" performance measures generally measure the satisfaction of participants with the services they receive. "How Well" measures will be collected in future years.
STUDENT ENGAGEMENT & TRUANCY PREVENTION cont.

**HOW MUCH** 14
Project TRUE peer leaders trained

**BETTER OFF** 71%
of peer leaders reporting an increase in knowledge about substance abuse

**HOW MUCH** 1,519
youth and families participated in the "iSchool" outdoor nature program

**BETTER OFF** 100%
of participants expressing positive attitudes about time outdoors

"I enjoy everything about the program. It has taught me so much and has helped me to teach my peers and others about the consequences of using drugs and alcohol and the importance of mental health tools that can be used to be well."

Center for Well-Being Project TRUE Peer Leader
WORK FORCE DEVELOPMENT

Research shows that economic stability reduces stress and significantly improves a family’s access to health, education, and earnings. When youth are engaged and provided work readiness training and case management, opportunities for skill development increases the likelihood of pro-social behavior and generational financial security.

**377**

Youth who participated in Work Readiness and Life Skills Workshops

**77%**

Of case management participants sustained non-subsidized employment

“One of our participants is a single father who is working with us to complete his high school diploma while gaining work experience. He has overcome homelessness and continues to maintain two jobs in order to support himself and his son... He is currently working with his case manager to earn his driver’s license and hopes to gain county employment.”

Conservation Corps North Bay program staff
The Santa Rosa Recreation Department operates Neighborhood Services, where they are able to provide targeted services to youth and to residents who need them most. Recreation and academic support opportunities at the neighborhood level are key to youth development and well-being, and Neighborhood Services staff worked hard to ensure that those opportunities remained available during the pandemic in 2020.

**Neighborhood Services**

116 participants in **Better Together!**
Camp and care program youth participated in socially distanced summer activities.

320 hours of **Virtual Tutoring**
Staff and families were trained to use a virtual platform and tutoring services were provided for youth from kindergarten to eighth grade.

110 participants in **"School of Rec"**
Highest-need youth were prioritized at the distance learning camp and care at Finley and Steele Lane Community Centers.

300 Family Check-ins
Over 300 phone calls were made to Santa Rosa families.
Place matters because the conditions in which people are born, grow and live – such as the public and private resources in those neighborhoods – and the quality of economic and educational opportunities are all social determinants of health. CHOICE grant funded activities seek to benefit neighborhoods where more investment is needed.

**INDIVIDUALS SERVED**

257 children, youth and adults received individual-level services in Santa Rosa

**Most Served Neighborhoods**

Agencies served the most individual participants in the Bellevue, West Sebastopol Rd, and Roseland neighborhoods.
6,657 youth served through events/workshops

71,782 adults served through events/workshops

**Most Served Neighborhoods**

In person events engaged the most youth and families in the Bellevue, West Sebastopol Rd, Roseland and Downtown Santa Rosa neighborhoods, although most events took place on zoom.

Data Source for Mapping: CHOICE grantees captured addresses from individuals served and noted neighborhoods served for events in Upstream’s Apricot database. Actual service rates may differ - not all services could be captured due to problems obtaining Release of Information forms during the pandemic.
Results-Based Accountability

Results-Based Accountability (RBA) is a creative, collaborative, and community-driven process that creates a framework for us to evaluate and improve the effectiveness of our efforts in Santa Rosa. We begin by defining our desired result or outcome, then choose population-level indicators to inform us of population trends. These population-level indicators help us to determine where our focus is needed. The population-level indicators were selected through an intensive community process to develop the Community Safety Scorecard of 2016. The Violence Prevention Partnership acted on the recommendations of the Safety Scorecard report and identified four key action areas or Four Pillars of work. Each CHOICE-funded community partner provides a service that falls within one of the Four Pillars.

All community partners use specific performance measures to evaluate impact. At the close of each CHOICE cycle, we ask ourselves:

- How much did we do?
  How many people did we serve? How many events did we offer?
- How well did we do it?
  How satisfied were families with our services?
- Is anyone better off?
  Did participants’ school attendance improve? Did participants secure and maintain employment?

We use answers to these questions to "Turn the Curve" or find ways to make sure our indicators are tracking in a healthy direction.

Online & Interactive Community Safety Scorecard – Coming Soon!

In 2021, the Violence Prevention Partnership plans to update the Community Safety Scorecard and to move it online. This new tracking system will visibly link CHOICE funded efforts to the changes we want to see in our neighborhoods.
Result we seek

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

Population-level Indicators

- School Conditions
- Crime and Safety
- Family & Community Connectedness
- Economic Conditions

Strategies (Four Pillars)

- School Readiness
- Street Outreach & Mediation
- Student Engagement & Truancy Prevention
- Workforce Development

Sample Agency Performance Measures

How much did we do?

How well did we do it?

Is anyone better off?

- # of youth served during CHOICE cycle
- % of youth that report positive interactions with agency staff
- % of youth that sustained non-subsidized employment six months after program completion
COVID-19 Response

In 2020, $16,785 was redirected from CHOICE program funding to provide immediate assistance to Santa Rosa families, including:

- food
- face masks
- hand sanitizer
- summer reading materials
- direct payments

The Partnership Operations Team Agencies

4C’s (Community Child Care Council of Sonoma County) • Boys and Girls Club of Sonoma-Marin • Burbank Housing • Catholic Charities • Center for Volunteer & Nonprofit Leadership • Center for Well-Being • Child Parent Institute • Chop’s Teen Club • City of Santa Rosa Violent Crimes Unit • City of Santa Rosa Recreation Division • City of Santa Rosa School Resource Officers • Community Action Partnership of Sonoma County • Community Matters • Conservation Corps North Bay • Drug Abuse Alternatives Center • LandPaths • Latino Service Providers • LifeWorks of Sonoma County • Pivot Charter School • Restorative Resources • Roseland School District • Santa Rosa City Schools • Santa Rosa Community Health Centers • Seneca Family of Agencies • Side by Side • Social Advocates for Youth • Sonoma County Department of Human Services • Sonoma County Juvenile Probation • Sonoma County Office of Education • The LIME Foundation • The Salvation Army • Victory Outreach of Santa Rosa
The Partnership Policy Team

4C’s Executive Director, Melanie Dodson • Assembly member Levine’s District Director, Melissa Apuya • Bennett Valley School District Superintendent, Lexie Cala • Boys and Girls Club of Sonoma–Marin Executive Director, Jennifer Weiss • Boys and Girls Club of Greater Santa Rosa Executive Director, Amber Heidtke • California Human Development Director of Programs, Kai Harris • California Violence Prevention Network Executive Director, Ernesto Olives • Career Technical Education Foundation Executive Director, Kathy Goodacre • Center for Well-Being Executive Director, Karissa Moreno • Child Parent Institute Executive Director, Robin Bowen • City of Santa Rosa Assistant City Manager, Jason Nutt • City of Santa Rosa Community Engagement Division Director, Magali Telles • City of Santa Rosa Councilmember (Mayor Appointee), Victoria Fleming • City of Santa Rosa Mayor – Policy Team Co-Chair, Tom Schwedhelm • City of Santa Rosa Police Captain, John Cregan • City of Santa Rosa Police Chief, Rainer Navarro • City of Santa Rosa Recreation Division Director, Kelley Magnuson • Community Action Partnership of Sonoma County Executive Director, Susan Cooper • Community Matters Executive Director, Erica Vogel • Community Volunteer – Measure O Citizens Oversight Committee Chair and Vice Chair, Evette Minor • First 5 Sonoma County Executive Director, Angie Dillon–Shore • Goals Foundation Executive Director, Monica Rowley • John Jordan Foundation Executive Director, Lisa Schaffner • LandPaths Assistant Director, Lee Hackeling • Latino Service Providers Executive Director, Guadalupe Navarro • LifeWorks of Sonoma County Executive Director, Michelle Fountain • Luther Burbank Center for the Arts Chief Executive Officer, Rick Nowlin • Mark West School Superintendent, Ron Calloway • National Alliance on Mental Illness Sonoma County Executive Director, Mary–Frances Walsh • Petaluma Police Sergeant, Nicholas McGrowan • Rebuilding Our Community Steering Committee Member, Adam Peacocke • Restorative Resources Executive Director, Veronica Cruz • Rincon Valley Unified School District Superintendent, Tracy Smith • Roseland School District Superintendent, Amy Jones–Kerr • Santa Rosa City Schools Superintendent, Diann Kitamura • Santa Rosa Community Health Center Executive Director, Naomi Fuchs •

Santa Rosa Junior College Student Services Vice President, Pedro Avila • Santa Rosa Metro Chamber Chief Executive Officer, Peter Rumble • Santa Rosa Together Committee Member, Cecile Querubin • Social Advocates for Youth Executive Director, Anita Maldonado • Sonoma County District Attorney, Jill Ravitch • Sonoma County IOLERO Director, Karlene Navarro • Sonoma County Office of Education Superintendent, Steve Herrington • Sonoma County Probation Chief, David Koch • Sonoma County Probation Deputy Chief, Vanessa Fuchs • Sonoma County Public Defender, Kathleen Pozzi • Sonoma County Supervisor 5th District, Lynda Hopkins • Sonoma State University Center for Academic Access and Student Enrichment Senior Director, Gerald Jones • The Salvation Army Youth Services Director, Randy Hart • TLC Child & Family Services Executive Director, Susan Fette • United Way of the Wine Country Vice President, Jennifer O’Donnell • Windsor Town Council Vice Mayor, Esther Lemus
Remembering Carlos Del Pozo

Over the course of his 25-year career of service at Community Action Partnership (CAP), Carlos improved the lives of hundred of families in Santa Rosa. Because of Carlos, Community Action Partnership employees were inspired and Family Resource Centers gained traction in the philanthropic communities. Because of Carlos, families felt supported and heard, and appreciated and respected. And because of Carlos, the place that we call home is a much better place. He is remembered fondly by his family, friends, and colleagues for his endless warmth and kindness. He will be greatly missed.

This report is dedicated to Carlos in the memory of his generous service to Santa Rosa families.