



Leaders at the Core of Better Communities

2015 Local Government Excellence Awards Program

Program Excellence Awards Nomination Form

(All programs nominated must have been fully operational for a minimum of 12 months, prior to January 31, 2015)

Deadline for Nominations: March 3, 2015

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- Community Health and Safety
- Community Partnership
- Community Sustainability
- Strategic Leadership and Governance

Name of program Santa Rosa Violence Prevention Partnership formerly known as the Mayor's Gang Prevention Task Force

Jurisdiction(s) where program originated: Santa Rosa, CA

Jurisdiction population(s): 171,990

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented for at least 12 months prior to January 31, 2015, to be eligible. The start date [on or before January 31, 2014] should not include the initial planning phase.)

Month: July Year: 2003

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Seattle, Washington, September 2015. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Sean McGlynn

Title: City Manager Jurisdiction: City of Santa Rosa, CA

Name: _____

Title: _____ Jurisdiction: _____

Name: _____

Title: _____ Jurisdiction: _____

SECTION 2: Information About the Nominator/Primary Contact

Name of contact: Khaalid Muttaqi

Title: Program Manager Jurisdiction: City of Santa Rosa

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ICMA Community Health and Safety Awards

Jurisdiction: City of Santa Rosa, CA

City Manager: Sean P. McGlynn

Project Contact: Khaalid Muttaqi, Program Manager

Project Title: Santa Rosa Violence Prevention Partnership

Problem Assessment:

From the 1990s through the early 2000s, the City of Santa Rosa witnessed a significant increase in violent criminal street gang activity. The City realized it could not “arrest [its] way out of a gang problem” and that a comprehensive approach was required to reduce and ultimately prevent youth violence – residents, businesses, organizations, schools, and others would need to get involved. In July of 2003, the Mayor’s Gang Prevention Task Force (now known as the Santa Rosa Violence Prevention Partnership (The Partnership)) was established by the Mayor to address the increase in gang activity and intervene in the lives of youth to provide positive socialization opportunities as an alternative to criminal involvement. The Partnership is a collaborative effort of over 40 organizations including; city, county, and state government; local community-based organizations; schools, faith based community, and local law enforcement. It was modeled after the City of San Jose Mayor’s Gang Prevention Task Force that resulted in it being named by the U.S. Department of Justice as the model or “best practice” for other cities.

Program Implementation, Costs and Results:

In Spring 2004, The Partnership and City Council agreed that a stable, sustained funding source was necessary to develop, implement, and coordinate a continuum of programs,

services, and facilities for gang prevention and intervention. In August 2004, the City Council passed a resolution to introduce a measure (Measure O) on the November ballot for a quarter cent sales tax to fund public safety and a continuum of gang prevention and intervention programs. In November 2004, voters approved Measure O by 73%. Measure O is a 20-year public safety tax measure which provides a funding allocation of 40% to Fire, 40% to Police, and 20% to Gang Prevention and Intervention Services. The 20% allocation focuses on four objectives in support of gang prevention and intervention:

- Enhancing and improving in-school gang prevention and intervention curriculum and programs;
- Adding new programs in neighborhoods affected by high levels of gang activity which emphasize positive role models, problem solving and community safety;
- Providing additional after school and summer programs that stress academic and social success, recreational activities, sports, athletic programs and safe neighborhoods without fear of gangs, drugs, or violence; and
- Providing grants to organizations offering youth and parenting programs that focus on gang and anti-violence education, prevention, and intervention, community safety and a comprehensive array of services in high need neighborhoods.

Over \$14 million has been invested in our community and over 7,000 have been served through the efforts of The Partnership since its inception in 2003. Measure O funding has helped to leverage additional resources with matching funds from community-based organizations implementing the Measure O funded programs, as well as three major grant

awards from the State of California. The following are the programs administered by The Partnership:

- **Community Helping Our Indispensable Children Excel (CHOICE)** – The CHOICE Grant Program provides an average of \$500,000 in annual funding for a variety of 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.
- **California Gang Reduction, Intervention and Prevention Program (CalGRIP)** – A State of California grant award specifically for cities to implement gang prevention, intervention and suppression activities. The Partnership, in collaboration with Sonoma County Probation, was recently awarded \$1,472,775 to enhance the infrastructure of The Partnership to use the Positive Youth Justice model to identify the needs of our youth, provide critical life skill programs to address these needs, and the necessary case management to ensure youth do not recidivate and are successful in making positive changes in their lives.
- **Responsive Grant Program for School Districts** – A one-time funding opportunity in 2014 for school districts totaling \$250,000. Three school districts were awarded for restorative justice, family literacy, and career and college readiness programs.
- **Mini-Grants** – Small grants of up to \$5,000 are awarded for one-time programs and projects that contribute to key strategies in the City’s strategic plan for gang prevention.

Recent evaluation findings have shown that The Partnership’s investment in the above Programs have yielded the following results:

- **Youth reported re-engagement in school:** Twenty-two percent (22%) of youth who were not attending school last year indicated they are now attending school this year.
- **Reduction in recidivism for youth engaged in pro-social activities:** Two hundred and ninety nine (299) youth previously arrested reported not getting re-arrested while receiving services through The Partnership's investments in programs and services.
- **Violent crime is down 44% for the last eight years:** This reduction shows promise that the efforts of The Partnership are having the desired impact. Similarly, juvenile violent crime arrests for the last seven years are down 35%, juvenile felony arrests are down 37%, and juvenile property offenses are down 37%.

Lessons Learned

The Partnership values continuous quality improvement of the delivery of gang prevention and intervention programs while holding itself to the same standards. Over the last 11 years, The Partnership has evolved leading to a rebranding effort in 2014. After substantial community engagement and input, it was determined that the original name of the Mayor's Gang Prevention Task Force needed to evolve to align with its current efforts. "Mayor" was replaced with "Santa Rosa" to create more ownership, grounding the effort in the community. There has been a shift to incorporate a public health approach, therefore "Gang Prevention" was replaced with "Violence Prevention" to acknowledge the need of assessing and subsequently addressing the root causes of violence. Finally, "Task Force" was replaced with "Partnership" for two main reasons, 1) to address the perception of the effort being too enforcement focused, and 2) the effort would not be successful without the relationships that have formed from this cross-sector community partnership. The community response to the

new name has been overwhelmingly positive. The new name is not revolutionary, it's an evolution that mirrors the evolution of the goals and efforts of The Partnership itself.

It has also been important for The Partnership to ensure the right people and organizations are at the table. The Partnership has been successful with having a track record of consistent participation from top level stakeholders over the years; it's noteworthy that the actual Chief or School Superintendent and other high level decision-makers attends, not one of their delegates. There is a true passion in the community to strategically identify the needs of our youth and families, while directing the necessary resources to achieve our desired results. Even with this success, we have been challenged with participation from the faith-based and business communities. Over the last year, we have enhanced participation from these groups and continue to seek ways to foster these relationships.

Considering the root causes of violence fall within a broad spectrum, the CHOICE grant program currently focuses funding in three areas: Prevention, Intervention, and Re-entry. Staff became aware of a significant gap in funding and resources for the Re-entry area which became a significant need after the passage of California's AB109 in 2011, the bill to realign the prison system in California. Staff responded by restructuring the CHOICE grant program to increase funding for Re-entry services. As an example, CHOICE funds the Boys & Girls Club to provide a Club inside Juvenile Hall, which has proved to be a valuable asset for Sonoma County Probation and dramatically impacting the culture and climate of Juvenile Hall.

Conclusion

The Santa Rosa Violence Prevention Partnership model reinforces the concept that collaborative efforts, spanning a broad spectrum of community partners, ensure that a large

number of stakeholders accept responsibility and accountability for the safety, health, and welfare of its youth, families, and communities. The City of Santa Rosa remains committed to the healthy development of our youth within a context of community safety.