



DATE: October 16, 2023

TO: Mayor and Members of the City Council

VIA: Stefan Chatwin, City Manager

FROM: Tracy Avelar, Police Chief

DEPARTMENT: Police

SUBJECT: AUTHORIZING THE APPROPRIATION OF \$10,000 FROM THE GENERAL FUND BALANCE TO ACCOUNT NO. 005-0110-413-4251 TO SIGN UP FOR THE CORA SPEAK UP CAMPAIGN FOR THE CITY OF FOSTER CITY

RECOMMENDATION

It is recommended that the City Council of the City of Foster City adopt the attached resolution approving funding for CORA (Community Overcoming Relationship Abuse) SPEAK UP, a County-wide education and training pilot program in Foster City for a contribution in the amount of \$10,000. Furthermore, it is recommended that the City Council authorize an appropriation in an amount not-to-exceed \$10,000 to the City Manager Department Community Benefits Program Fund – Contractual, Professional, and Specialized Services Budget (Account No. 005-0110-413-4251) to fund the contribution.

EXECUTIVE SUMMARY

In the aftermath of the murder of a young woman in broad daylight outside her home in San Carlos last September, CORA and the City of San Carlos launched SPEAK UP to save lives. The campaign educates community members through outreach to local businesses so that anyone experiencing intimate partner abuse is offered a safe path to seek help.

BACKGROUND

Following the tragic murder of a young wife and mother in September of 2022, CORA and the City of San Carlos launched a pilot program called SPEAK UP. The goal of the SPEAK UP Program is to provide a broad range of local businesses with training and tools to identify the signs of domestic violence and strategies to support their clients in a safe and helpful way. The SPEAK UP Program is rooted in the belief that when the community is informed and empowered to offer help, it is better prepared to reduce violence. The City of San Carlos has worked with CORA to devise a strategy to share the training with other cities in San Mateo County.

CORA is the only agency in San Mateo County solely dedicated to helping those affected by intimate partner abuse. CORA receives over 12,000 requests for services each year and offers a range of programs and services, including:

1. 24-Hour, Multilingual Crisis Hotline, which provides trained crisis counselors who assist with crisis intervention, safety planning, emotional support, access to emergency safe houses, and community referrals.
2. Emergency Response Program, which is a partnership with all of San Mateo County's law enforcement agencies to increase victim safety and help responding officers connect survivors with counselors.
3. Housing and Advocacy Program, which operates the only safe houses in San Mateo County and can provide survivors with safe housing solutions and subsidies.
4. Family-Centered Adult and Child Mental Health Services, which provides multilingual individual and family therapy.
5. Legal Services, which operate a free Legal Line and provide legal advice, information, and referrals to community resources. As a 501(c) (3) charitable, nonprofit organization, CORA's revenue comes from government grants (71%), foundations (14%), and individual donations (13%).

ANALYSIS

SPEAK UP is offered as a 3-month pilot program and efficacy will be evaluated by CORA. If the program is deemed successful and well-received by those receiving the training, the program may be continued in the future. However, the \$10,000 contribution is for the pilot program, and the City will have the opportunity to renew participation. It should be noted that the City has separately allocated \$6,084 to CORA for Fiscal Year 2023-2024. This fee is an annual fee that was agreed upon in an MOU with the San Mateo County Police Chiefs and Sheriff Association. This funding supports the Emergency Response Program (ERP), which provides immediate, telephone-based crisis counseling to intimate partner abuse survivors at the scene of 9-1-1 intimate partner abuse calls. The City also donated \$8,000 as part of its nonprofit funding process in FY 2023-2024 to support CORA'S general operations. The emergency

response program and general support funding are separate from the SPEAK UP campaign.

By signing on to be a SPEAK UP partner, the City of Foster City will receive:

- 270-300 outreach touches (outreach to business and community partners including a collection of resource materials)
- 60 presentations, each 15 minutes long, offered in-person or on Zoom, with language access provided by CORA as needed
- Certificates to post that show the business or organization receiving the training is a part of SPEAK UP
- Two City employee presentations
- Acknowledgement of the City of Foster City's partnership on the CORA website, and the City of Foster City will be named in public service announcements for County-wide messaging during Domestic Violence Awareness Month (DVAM) in October.

The campaign outreach to businesses can include nail and beauty salons, dental offices, fitness gyms, and any other business. The brief training provides employees in these businesses (large and small) with quick tools to spot intimate partner abuse and to offer resources.

Each SPEAK UP City Campaign will last 3 months, and each city will be assigned a tranche so they know when their campaign will launch. If milestones are not reached, the campaign duration will be extended until they are accomplished. CORA's plan is to complete campaigns for all cities by October 2024 so they can share out final reports and outcomes during that month County-wide.

California Environmental Quality Act

The approval of signing on and contributing to the SPEAK UP campaign is not subject to review under the California Environmental Quality Act (CEQA) pursuant to Public Resources Code Section 21000, et seq. and the CEQA Guidelines (14 Cal. Code Regs. §§ 15000 et. seq.), including without limitation, Public Resources Code section 21065 and California Code of Regulations 15378 as this is not a "project" that may cause a direct, or reasonably foreseeable indirect, physical change in the environment.

FISCAL IMPACT

Funding for the SPEAK UP campaign is a one-time contribution of \$10,000. Since the funding request was received after the City's Final Budget for FY 2023-2024 was adopted, a budget appropriation is required. Specifically, an amount not-to-exceed \$10,000 will be appropriated to Account No. 005-0110-413-4251 (Contractual, Professional, and Specialized Services Budget) for the City's contribution to the CORA SPEAK UP campaign in FY 2023-2024.

CITY COUNCIL VISION, MISSION, AND VALUE/PRIORITY AREA

Public Safety and Social Equity

ATTACHMENTS:

Attachment 1 - Resolution

Attachment 2 - SPEAK UP Campaign Briefing Sheet