

October 18, 2022

**MRS. Shari Meads**, Senior Planner / Zoning Administrator  
City of Santa Rosa

Sent Via Email: Shari Meads [smeads@srcity.org](mailto:smeads@srcity.org)  
CC: Kimberly Hopwood [khopwood@srcity.org](mailto:khopwood@srcity.org)  
Ben Pahlavan [ben@pvrecovery.com](mailto:ben@pvrecovery.com)

RE: Letter in Support of Pura Vida Recovery Services -- Mountain Hawk Recovery Facility Project

Dear MRS. Meads:

My family had a dire family emergency about three years ago now. My youngest child had a severe and life-threatening substance abuse problem. My child had multiple hospitalizations, and we were VERY grateful to have found Pura Vida Recovery Services. My child was accepted into their intensive outpatient treatment program (IOP) while living in their sober living environment. The IOP was a 6-month program, and they remained in the Pura Vida sober living environment for just over nine months. My family and I are so grateful for the very comprehensive and structured treatment provided by Pura Vida Treatment Services. Today, my daughter has been clean and sober for over two years and is enjoying working full-time and attending a local university (again).

Pura Vida Recovery Services is not a halfway house and doesn't take court division cases. Instead, it is a VERY structured and comprehensive substance and alcohol abuse recovery service and program.

There are kids locally who are dying from fentanyl overdoses every week. Our community desperately needs many more of these critical recovery services. I know two families in Sonoma County lost their children to drug overdoses. My child could have been one of them. So, the ethical thing to do is for the City of Santa Rosa Planning Department to support the Pura Vida Recovery Services project at Mountain Hawk. It will generate jobs and offer these critical services at no cost to the taxpayers of Santa Rosa.

Please do not hesitate to contact me at [tim@timmcallister.io](mailto:tim@timmcallister.io) or 707-529-4694 if you would like to discuss my support of this project any further.

Sincerely,

*Tim McAllister*

Tim McAllister, City of Santa Rosa Resident

To Whom It May Concern:

My name is Rick Watson, and I work for Pura Vida Recovery Services. I am very excited about our proposed move to 5761 Mountain Hawk Dr. in Santa Rosa. The new location will give us the opportunity to help more people with their recovery journey from addiction.

Nearly 17 million adults in the United States suffer from alcoholism (1). An estimated 88,000 people die per year due to alcohol (2). The Centers for Disease Control and Prevention (CDC) estimates that more than 108,000 people in the U.S. died of drug overdose between February 2021 and February 2022. Of those, more than 70% involved fentanyl and other synthetic opioids. Over 150 people die every day from overdoses related to synthetic opioids like fentanyl (3).

You may be thinking; "That is a big problem, but I still don't want a rehab in my neighborhood." Here are some factual statistics that bring the problem closer to home: According to the Sonoma County Economic Development Board, 4.6 million people who come to our County, cite beer and wine as their reason to visit (4). Of the more than 2500 DUI arrests made in Sonoma County last year, 40% of them are made in Santa Rosa. If you do the math, it comes to more than 20 per week. I wonder how many people are driving around intoxicated who are not arrested for DUI. Alcohol is only one substance that people receive treatment for at Pura Vida. Most young people who receive recovery services from Pura Vida are using other substances. Annually on average, there are 476 emergency department visits for accidental drug overdoses among Sonoma County residents (5). Again, these are the numbers of those we know about.

Addiction does not care where you live, how old you are, your skin color, your gender, or your economic status. If you and family have been unaffected by addiction, you should be very grateful for that. The truth is every neighborhood, and every community is affected by addiction. The owners and the staff at Pura Vida Recovery Services are already serving our community. The proposed move to Mountain Hawk Dr will simply allow Pura Vida to serve our community better.

## References

- 1) Alcohol Facts and Statistics. (2015)
- 2) Alcohol Facts and Statistics. (2015)
- 3) NCHS, National Vital Statistics System.
- 4) <https://www.pressdemocrat.com/article/news/sonoma-county-dui-data-show-where-suspects-drank-most-recently/>
- 5) <https://sonomacounty.ca.gov/health-and-human-services/health-services/opioids>

Thomas Laudari  
Oakmont Village  
Santa Rosa, CA 95409

**RE: COMMENT IN REGARD TO PROPOSED DEVELOPMENT OF PURA VIDA DETOX AND  
RESIDENTIAL FACILITY**

To Whom it May Concern,

As an individual intimately involved in our community's Alcohol and Drug rehabilitation community for over 30 years and having worked professionally in a "restorative justice" program serviced by Sonoma County I would like to share my perspective of the project being proposed at 5761 Mountain Hawk Dr., Santa Rosa.

I have followed the evolution of PURA VIDA since the facility's inception in 2015. I have come to know the Owners and many of their staff members through these 7 years. The culture developed at PURA VIDA has been consistently professional and nurturing. Both in the level of care for the clients and for the development of the staff, many of whom were once clients of the facility.

The professionalism and mission of PURA VIDA in providing quality health care and recovery services for the alcoholic and addict has served our community well. The transition homes they have successfully developed, known as "Sober Living Environments", civilly co-exist in residential neighborhoods within our community.

Our community desperately needs another facility such as this. Opioid overdose deaths continue to rise and the disease of Alcoholism persists in our communities. The clientele PURA VIDA is positioned to serve are individuals who have access to health insurance. Such people as public and private employees, students, and wealthy professionals. People who come from similar neighborhoods PURA VIDA is proposing to locate this facility in.

Concerning the site's location, uniquely it offers the benefit of incorporating a level of familiarity for the clients while in isolation. Thus diminishing the stigma of being institutionalized while the process of awakening to a life free of drugs and alcohol is initiated.

There is a difference between having an opinion and gaining a perspective. The first is a belief based on supposition the latter formed on viewing the facts. I would hope that detractor's opinions on the worth, necessity, and proximity of this proposed treatment center will be overshadowed by the inherent public good of having such an asset incorporated into our community as I know it would be.

Respectfully Submitted,

Thomas Laudari  
Division Director I (Retired)  
Supervised Adult Crews  
Sonoma County Probation

To Whom It May Concern:

I am writing this due to the recent influx of concern regarding Pura Vida and the new treatment program they are developing in Santa Rosa.

I have been a drug and alcohol counselor in this field, in Sonoma County, for many years.

I am also a parent of 2 kids who are now in recovery.

So I am speaking not only from a professional standpoint, but a personal one as well and I believe that matters.

Both of my kids have benefitted from Pura Vida and the incredible services they provide for those impacted by substance use disorder.

Addiction is a family disease and impacts many. Not only has Pura Vida been a saving grace for my kids, but for countless families I know.

I have had the privilege of working side by side with Pura Vida as part of the Family support program. When the Friends and Family program at DAAC, another local service, was discontinued, Pura Vida stepped right up to donate their space in order for us to continue. That was years ago.

They continue to support us through the zoom sessions and now again in person. There are literally 100's of families that get this support through Pura Vida and we are grateful for this.

So when I say Pura Vida, and the services they provide, are not just an important part of our community...but IMPERATIVE to the well-being of many families, I speak from direct experience and absolute truth.

FACT: Sonoma County does not have enough services to help those with mental and/or behavioral health issues.

It may be helpful to begin to understand that recovery is possible and happens every day with the help of the services of treatment centers.

Pura Vida is structured, professional and compassionate. They have helped save the lives of so many through their programs. Community, accountability and understanding are cornerstones for long term sobriety, all things that Pura Vida homes and programs teach and provide.

The standard of care and the integrity is what I respect most about Pura Vida. The team is exceptional at what they do. It is not easy to do this work. I know from experience. So anyone who takes this path is someone who believes they can make a difference in a positive way. This is a goal of the Pura Vida community.

Pura Vida is providing the opportunity for healing and change on every level and this is a goal we all want!

Addiction is scary and has taken far too many lives of those around us. Kind and loving family members. People who deserve support and yet there are not enough services for them.

I share the concerns of homelessness and the fears of negative impacts on our kids. This is why we MUST NOT be those people who say, "NOT IN MY BACKYARD". Suffering happens everywhere. Stigma is a killer.

Pura Vida is making a difference! This is our opportunity to support with kindness and empathy. It is our opportunity to help make a difference in our community. I am not saying it's easy but I am saying it's worth it.

In my personal opinion, it would be a disgrace to not support more services for the people in need. I stand behind Pura Vida. I thank them and I am honored to be a part of what they are doing.

Respectfully,  
Michelle Montalbano

Certified Addiction Treatment Counselor CATC 1

Eddie Brascia  
725 White Oak Drive  
Santa Rosa, CA 95409

Date: October 19, 2022

Re: Mountain Hawk Project for addiction treatment center

To whom it may concern,

I am writing this letter in support of Pura Vida Recovery Center and their new housing facility in Mountain Hawk.

How as a community can we not try and help people that want and need help? Pura Vida Recovery is one solution on helping those in need of recovery. These addicted living members, that want help, should have a safe place to call home in an effort to kick a habit.

I guess the question is, what is the downside of having a recovery center on highway 12?

Please take this letter as support of the recovery center. We need more businesses like this that are trying to help people in the community.

Sincerely,



Eddie Brascia  
725 White Oak Dr.  
Santa Rosa, CA 95409

To whom it may concern:

I am writing in support of Pura Vida's Mountain Hawk project. This community care facility for people looking for treatment from chemical addiction, is much needed in Sonoma County. Having lost a father to addiction, and having family members who are in recovery, this is not only personal, but by all reports a needed service in our county. Having said that I also understand the "not in my neighborhood" mentality.

A few years back, we had an elementary school open at the end of our street. Public comment brought up issues of increased traffic, kids lingering in the neighborhood, and many other issues. After two years, due to good planning none of this happened.

In reading the neighbor's concerns There is a big difference between Drug addicts and alcoholics roaming the street, and folks seeking treatment. Seeking treatment, facing one's demons and detoxing is a big step for substance abusers. It is also the first step in getting drug addicts and alcoholics off the street and back as functional member of society. And since this is a treatment facility with 7X24 staffing, these patients will be supervised which should eliminate most of the neighbors concerns.

We are facing a nationwide and Sonoma County wide epidemic around drug and alcohol users. Almost all of us have a friend or family member facing addiction issues. We need to provide more services and make these services affordable and convenient to battle this epidemic. Please join me in supporting Pura Vida in the fine work they do to help those in need of recovery!

Please advise.

Jeff

[See More from Ben Pahlavan](#)

Jeff Mathias  
Business Advisor  
Synergy Solar & Electrical Systems Inc.

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Web-Site - [Synergysolar.com](http://Synergysolar.com)



## Kati Moncada

348 Fenwick Drive  
Santa Rosa, CA 95401  
(707) 799-4629

October 19, 2022

To Whom it May Concern,

I am writing in support of Pura Vida Recovery Services. In 2015, I willingly went to rehab due to my drinking problem. Toward the end of my stay, it was suggested that I go to a sober living environment (SLE) and continue my journey of sobriety. I agreed that it was a good idea. I went to a house through Pura Vida, here in Santa Rosa.

I can without a doubt say that I don't think I would have maintained my sobriety for the past seven years without the help and support of the Pura Vida community. I was reluctant at first to enter an SLE because I was married and in my late 30's. I owned a home in Santa Rosa, and it seemed strange to pay rent and live with a group of people. I am so glad I was wrong. Pura Vida provided the structure I needed; we were required to attend regular meetings such as Alcoholics Anonymous or Narcotics Anonymous, to have productivity such as a job or volunteering in the community, breathalyze every night, submit to random urine tests, and we had a curfew. I made friendships and formed bonds that to this day I still maintain.

When I knew it was time to move on from sober living, I was ready and armed with solutions. I re-entered the job field, working in a career that I love. I had a routine that I had learned at Pura Vida and that I still keep to this day. I am a contributing member of society, and I am a better person thanks to Pura Vida.

I have enjoyed watching Pura Vida expand their business throughout the years and they have built a reputation in the recovery community as being reliable and accountable. Pura Vida Recovery Services saves lives.

Thank you very much to your attention to this matter.

Sincerely,



Kati Moncada

Pura Vida's clients are people who have an issue with substance abuse, but we also have families, jobs and homes in the area. I was not homeless, or court ordered to go to treatment. I had an issue with substances that had gotten out of control. I come from a supportive, loving family, none of whom are addicts or criminals. I have been sober now for over 4 years, without relapse. Without the treatment and support of Pura Vida Recovery Services, this would not be the case.

As a former resident of one of Pura Vida's sober living homes, I wanted to share my experience. I chose to move into sober living after leaving a residential treatment program because I wanted the additional structure and accountability while I was new in recovery. I also wanted to meet other women who were like minded and to start building my network of clean and sober individuals. At the sober living home I was breathalyzed every night and drug tested every week. I had a curfew each evening and was required to attend self-help meetings each week. It was also important that I found a job, which I did, and I also went back to school. Pura Vida gave me the support I needed to remain sober and build a wonderful life for myself. Relapse is not part of my story, but had I relapsed, Pura Vida also provides a detox facility and a treatment center for those who need the extra support of a treatment program.

Hello,

I am writing this letter in support of Pura Vida Recovery Services and their new facility off Highway 12.

I have been familiar with Pura Vida Recovery since they began operating several years ago. It has been amazing to watch them grow into the exceptional organization that they are today. The amount of good they do in our community is astounding. They have quite literally saved the lives of so many people who needed help and brought them back to living successful, productive and fulfilling lives.

Pura Vida Recovery is a professional operation with structured treatment and protocols like any great medical facility. They have high standards and expectations for those in the program and only accept those who are most serious about recovery to receive structured and professional care.

Pura Vida Recovery is NOT a homeless shelter where people flow in and out of.

Pura Vida Recovery is NOT a place where addicts are bussed to and left.

Pura Vida Recovery is NOT a place where drug use of any kind is tolerated.

The existing Pura Vida Recovery offices operate in a very similar environment to the Highway 12 facility (Commercial space next to Residential) and have never had any issues with the mentioned concerns. They operate like any other professional business and essentially go unnoticed.

I have personally toured their facilities, met their team and met many of their clients who have received life changing treatment. I can confidently say that Pura Vida Recovery will not be a burden or concern for the community but, is actually is exactly organization we want to help fix our community. I hope that this letter can hope ease concerns.

Sincerely,

Steven Brazil  
Small Business Owner

To Whom it May Concern,

My name is Justina and by the Grace of God, the program of AA/NA and the foundation of Pura Vida, I am a grateful recovering addict. From the moment I entered treatment, I never would have imagined the limitless possibilities and opportunities that were given to me. Living in an all women's Sober living environment ran by Pura Vida, was one of them. I was honored to receive a scholarship from Micah's Foundation which works with Pura Vida to those who need assistance with their first 30 days of rent. That women's house has changed my life, I was a resident for 16 months and I am now an employee at the Pura Vida Detox and Withdrawal Management facility as a registered alcohol and drug counselor. If you're not familiar with recovery and hear the words, "addict, drugs, alcoholic" you are probably going to think the worst and that we are bad people because of what others label us as. We are in fact, not "bad people" or "criminals", we are human just like you. I'm not going to speak for anyone else except myself, so yes, I have made poor judgment and bad decisions in the past through my addiction but I'm not the same person I am today. The tools that my SLE has taught me are, having accountability, working a program and attending meetings, being of service, making friends and having an occupation. All of those things that used to be foreign to me, now mean something to me because of what my SLE has taught me. I was able to be a resident for 16 months and now, I have the pleasure of working in recovery for the company that helped save my life and fulfilling my purpose which is giving the next addict "Hope". Which i didn't have 2 years ago. I understand the concerns that some of the neighborhood has expressed but at the same time I feel judgment because people think the worst of us. One of our most important guidelines is Safety. Our safety at work, with our clients and our sober living homes comes first. If we feel like a potential client doesn't meet our safety criteria, we refer them to the appropriate level of care as soon as possible. Hopefully my story can help you reconsider your position because recovery is possible and can change lives.

Thank you.

Justina Holguin, RADT-I  
Counselor  
**Pura Vida Recovery Services**  
Detox and Withdrawal Management  
721 Link Lane  
Santa Rosa, CA 95401  
O: (707) 308-4429

[www.pvrecovery.com](http://www.pvrecovery.com)

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Max Kite RAC  
Pura Vida Recovery Services  
130 Stony Point Rd. Suite J  
Santa Rosa, CA, 95401  
10/19/2022

Zoning Administrator  
City of Santa Rosa  
637 First Street,  
Santa Rosa, CA, 95401

Dear Zoning Administrator:

I am writing to you today to request that the proposed project be approved by the city. I have firsthand experience working for Pura Vida Recovery Services, and I can tell you that this company is doing its part in Sonoma County to help the epidemic of addiction that is killing our citizens left and right. This company puts its clients wellbeing at the forefront. They truly have a mission to help anyone who walks through their doors become the healthy and happy individuals they have always been deep inside.

I wanted to address some of the concerns that the neighbors to this project may have. First of being the worry that their will be criminals or vagrants roaming around nearby. Pura Vida is a highly structured program where each person comes in voluntarily. No client is forced by the court to be in our treatment. Also, we are not a program that houses individuals who are coming off of the street. Clients must be able to cover the costs of treatment, whether that be through insurance (we do not accept Medical or Medicare) or through paying privately.

Another issue that was brought up was that there is an elementary school nearby and having people in a substance abuse treatment center may be unsafe. What I can say to this is that the stereotypical idea we have of an addict being homeless, dirty, a criminal etc. cannot be farther from reality for the most part. Nowadays an addict could be someone who lives right next to you. A single mom with three children who is struggling with alcohol. Your grandfather who is addicted to opiates after being prescribed them for his hip injury. A teenager who uses marijuana to cope with his depression caused by a broken home. All of these examples are what addiction really looks like today. To say that addicts should not be close to a school would be saying that some of your neighbors are unfit to live where they are living.

I believe fully in Pura Vida's mission, and the individuals behind the company. Being someone who was once in active addiction I can tell you if it wasn't for places like Pura Vida I would not be sitting here writing this letter to you, I would unfortunately be another statistic. Please allow this project to happen so that Sonoma County can have another resource to help the rising number of people who suffer from addiction get the help they need.

Sincerely,

A handwritten signature in black ink, appearing to read 'Max Kite RAC', with a stylized flourish above the name.

Max Kite RAC

To Whom It May Concern:

Over the years I have been both a client and an employee for Pura Vida Recovery Services. Pura Vida was an integral part of helping me stay sober over the last 8 years. In that time I was so inspired by the community they offered that I asked for a job, so that I could help others change their life as well. The journey of addicts and alcoholics from down and out to happy, productive members of society is nothing short of a miracle. Pura Vida helped me in my own journey from a hopeless addict into a full time student and small business owner here in Santa Rosa. Through the years I have seen hundreds of others go through similar transformations becoming valued members of the community here in Sonoma County.

Pura Vida provides a safe and structured environment that allows people in recovery to assimilate back into the community. This includes drug testing, curfews, meeting attendance and basic life skills among many other things. I have both participated in, and enforced, the structure of this program myself. I personally can attest to the results and their positive impact on the community. I hope that as a community in Santa Rosa we can accept facilities like this as a positive. By understanding that the negative impacts of a treatment center are mostly a product of misplaced fears, hopefully as a community we can accept Pura Vida's new facility as a positive step for our community as a whole. As a local small business owner our company has personally employed residents of Pura Vida Recovery and would do so again without question.

Sincerely,

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**Myles Berry**  
Owner/Operator  
PV Solar Co.  
10/18/2022

To whom it may concern,

My name is Nick. I'm writing this letter to hopefully help put to rest any concerns from the community about Pura Vida recovery services and their new facility on hwy 12. I've had experience living within a close proximity to Pura Vida as well as experience in recovery here in Sonoma county. I'd like to say evidence of how successful and helpful Pura Vida is to the individual addict and alcoholic as well as the community is abundant. Pura Vida has had a major impact on drug addiction and alcoholism right here in our community. With news reels of our youth constantly and tragically dying from drug abuse I think that having a strong, structured and successful program like Pura Vida right here is absolutely essential.

I've lived within a short walk of Pura Vida since there inception. I've never had a bad experience with there business or any of their clients. I've also visited their facility on Stony Point rd and seen their program is run as professionally and ethically as one could hope for. A MAJOR contributor to homelessness is drug addiction and alcoholism and programs like Pura Vida help the homeless and provides the necessary help needed to get addicted homeless off the streets. I strongly believe that anybody that wants to see less homeless on our area should be in full support of a program like Pura Vida. I FULLY support Pura Vida's growth and pro active stance they take against addiction and alcoholism.

Sincerely Nick S.



To whom it may concern,

My experience with Pura Vida has been exceptional from the start. I came to Pura Vida in November of 2017, at that point in my life I was lost and had no idea what I was going to do. Pura Vida taught me how to live without needing to put any substances in my body. The accountability that they offer helped me in building a solid foundation that I continue to use to this day. The structure that we offer helps in holding each other accountable; by regular testing breathalyzing, as well as offering individual and family support. My life has changed in ways that I only use to dream about. On October 1<sup>st</sup> I celebrated 5 years of continuous sobriety and I owe it all to Pura Vida Recovery Services.

Thank you,

Jose Valencia

I am writing this letter to recommend the services of Pura Vida Recovery Services. I have been involved both as a client and as a member of the staff with Pura Vida for the last five years. During my time as a client, I can say whole heartedly that the importance of structure and accountability instilled in their recovery program has allowed me to reinstate my place as an active responsible member to my community. As an active employee, serving as a SLE House Manager for the last four years, I've been allowed the amazing opportunity to give back and provide leadership and the opportunity to be a positive role model for others that have been in desperate need of a second chance at life. I continue to witness other members of Pura Vida Recovery Services reinstate their lives and become exceptional patrons to the recovery community as well as exceptional employees and employers to both the private and public sectors of business.

The fact is that recovery services are highly needed in our community and places like Pura Vida provide the structure and supervision required to make recovery a safe opportunity for the ones in need, their families, and the community as a whole. We continue to see state and federal programs reduced in funding and availability during one of, if not, the hardest times I've ever witnessed and organizations like Pura Vida have stepped up and become leaders in the efforts of recovery.

It is again my pleasure to recommend Pura Vida Recovery Services and to be a part of such an amazing establishment and hope that we can continue our journey of helping to save lives and making our community a more desirable place to call home.

Respectfully,

T. McGuire

October 18, 2022

To Whom It May Concern:

I am writing this letter not only as the Detox Manager of Pura Vida Recovery Services Detox facility, but also a person in recovery who was lucky enough to have been given an opportunity to turn my life around. Resources like these are already few and far between and it pains me to see that some community members would not be in support of programs like this. I believe there is a stigma surrounding the world of addiction and that these people have failed our community and our society as a whole, but speaking from my own personal experience it is society and our community who have failed these people, people like me. Addiction does not discriminate between sex, color, creed, age or religion. Addiction affects everyone, our brothers and sisters, our mothers and fathers, our aunts and uncles, and so on. Having facilities like Pura Vida here in Santa Rosa provides a vital resource to our family members and friends. The definition I have for the word vital is absolutely necessary or important, and to those in our community who are suffering facilities like this are truly vital.

Thank you for your time,

Matthew Winters, RADT-1

10/18/22

Dear Eastside Residents & Rincon Valley Neighbors,

As a Rincon Valley neighbor, friend, and parent of a young adult in recovery, I hope to ease any of the concerns you may have, or pre-conceived ideas of what the Pura Vida complex and their structured programs will offer to the community. Pura Vida helped us, our son, and many others survive addiction in this community and lead a life into recovery. Pura Vida has life changing resources, knowledge, outpatient therapy, and sober living homes that we have been lucky enough to utilize. These services are so needed, and addiction can happen to anyone. If you have ever been touched by addiction and received their help you would not fear this complex because you would understand that it will not negatively impact the neighborhood because of the structure and their commitment to helping people.

It's hard to put into words how strongly we support Pura Vida wanting to utilize this complex and provide counseling services and sober living accommodations. The Sober Living option was foreign to us until we needed it. What it provided our family, and what we learned about it makes us a firm supporter in every way. The residents have already completed a tremendous amount of work in their recovery and enter a safe and structured environment to carry them away from addiction and back into the life they deserve.

The residents are living and learning with responsibilities, chores, drug testing, counseling, and curfews, that should put the concerns of the surrounding community at ease. We live down the street from a Pura Vida Sober Living Home in Rincon Valley. We are so happy the residents in recovery have this option and can continue their recovery in a safe and structured place. There have been no complaints, or objections by anyone on our surrounding streets. There are no wandering addicts, house parties, noise, or any problems. It's a group of people with the support they need living quietly and respectfully in our community. I am grateful for Pura Vida and their services and know many others that feel the same way.

Sincerely,

Resident of Rincon Valley

Parent of Young Adult in Recovery

Supporter of Pura Vida

Supporter of the Pura Vida Complex in the Mountain Hawk Location

To Whom It May Concern:

Our son struggled with substance abuse from his teenage years (now 36). Over the years he has attended multiple treatment programs. Unfortunately none of them had a good outcome for him. After living at Pura Vida his life took a turn for the better.

He now has full-time employment in Sonoma County and lives a peaceful, quiet, calm life.

The structure and community support of Pura Vida helped make a significant improvement in his life.

In our experience with Pura Vida, the homes are quiet, clean and well maintained. The program is staffed by caring individuals who provide a support system for the residents. There is no wandering around the neighborhood by active addicts or homeless people. Pura Vida is a home. The staff and the residents hold each other accountable for good behavior.

-John & Lisa

In my personal experience Pura Vida is been a helpful and vital recovery resource. They have been generously hosting a codependency support group in their office space for the last 5 plus years. I have reaped many benefits by attending this group over much of that time.

Pura Vida's expansion into the Skyhawk location will not be a danger to the residents in the neighborhood. When their initial rehabilitation is complete the patients will be moved to the various Sober Living Environments which are also supervised by Pura Vida -- none of which are located in the Skyhawk subdivision. No one will be allowed to roam the area adjacent to the facility, or in the larger neighborhood.

As a clean and sober resident of Santa Rosa with 38 years of recovery I am well aware of the need, now more than ever, of competent and well managed detox facilities in our community. Pura Vida will work diligently to fulfill that need.

Respectfully,

David Wargin

To whom it may concern,

I am writing in support of Pura Vida and their proposed new detox facility near the Skyhawk community, I currently live within a mile of their Robinson House in Northern Santa Rosa. I've never experienced any issues living nearby one of their sober living houses and Pura Vida has proven to be a responsible and respectful neighbor in the community. I would fully expect for Pura Vida to continue their reputation in this community as an upstanding local company who continues to provide value to Sonoma County.

All the best,

Chaz

To whom it may concern,

This letter is in support of the new Pura Vida Recovery offices off of Hwy 12.

Pura Vida Recovery is by far the best treatment program in the area. They have an incredible team and a proven track record of success in recovery. The program at Pura Vida is structured and professional. They are nothing like what comes to mind when you think of a rehabilitation/recovery center. Pura Vida is clean and organized. They have structured appointment times and office hours. There do not people hanging around, there is no drug use, there is no police drop offs. When you walk in to Pura Vida it feels like a professional medical office with people who actually care about the work they do. The offices are staffed with trained medical professionals, licensed therapists and doctors. The residential units have onsite professional house and program managers. Pura Vida is very much a serious place for people who are serious about recovery. There are strict rules and everyone is held accountable. There is no partying, no people in and out. Everyone has a structured program with meetings, employment, curfews etc.

I can understand why people in the nearby neighborhoods may have concerns because of the negative connotation that come with this space. Big city shelters and programs have caused much of that stereotype. Thankfully Pura Vida is nothing like those stereotypes and is actually the type of organization we want to have in our community. Pura Vida is actually structured to help people in the best way possible and not create new problems for our community. Take a visit to their offices, check out their website, read their reviews online and you will see Pura Vida is special and will continue to be a fantastic pillar in our community.

-Community Member



October 30, 2022

To Whom It May Concern,

I live just across Highway 12 in the lower Melita area. Pura Vida has my complete support for the expansion into the Skyhawk commercial building. I have lived here over 20 years and frequent the businesses there and would continue to.

Pura Vida has an excellent track record in all aspects. Everyone needs to understand that Pura Vida has Sober Living Homes in other areas (where they are also supervised) and that the Skyhawk facility will not have people roaming the area. This program will be highly monitored.

I have been monitoring and understanding the work of Pura Vida for many years as I attend a codependency group hosted by them in their Stony Point space which includes dozens of businesses and cafes. I am incredibly grateful for their generosity in doing this and I've never witnessed people roaming etc. even with the classes and programs they hold there for people in recovery.

Our community desperately needs more well run detox facilities and I trust Pura Vida in executing this.

As a member of our community who is dealing with addiction in my family, I feel comforted to know that Pura Vida is dedicated to their mission statement.

Sincerely,

Claudia Levin

To whom this may concern,

As a person who has an extensive family history of addiction and having struggled myself, I can truly say that Pura Vida Recovery Services has made a lasting impact in my life. I have been to many treatment centers in the past and had no long-term success. It was not until I completely admitted defeat and decided that sober living and outpatient treatment were the necessary moves that I needed to save my life. Pura Vida has showed me that sobriety is not only possible but full of love, joy, and community. I have learned how to live one day at a time and with the help of the community that I have built here I can and do, daily, get through anything that life throws at me. Pura Vida continues to help me grow and learn each day.

Thank you,

Erika Rice