



**VIOLENCE PREVENTION PARTNERSHIP
2023-2028 STRATEGIC PLAN
YEAR 1 IMPLEMENTATION PLAN**

CITY COUNCIL | JANUARY 30, 2024

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BACKGROUND

- From January – June 2023:
 - Conducted analysis of previous plans and engagement efforts; research other similar strategic plans
 - Held one-on-one interviews with former Program Managers and staff, and members of the CA Cities Violence Prevention Network
 - Conducted focus groups with youth and attended several community listening sessions focused on school safety
 - Held six workshops with the Policy and Operational Teams
 - Held one large community meeting on June 27, 2023
- Policy Team approved final plan on July 19, 2023
- Staff presented to City Council on October 10, 2023



MISSION, VISION, AND GUIDING PRINCIPLES

Mission: We lead, mobilize, and align resources in our communities to create a safe and healthy environment where all youth are empowered to reach their full potential and all community members thrive.

Vision: Santa Rosa emerges as a strong, resilient and interconnected community where all residents are safe, healthy and thrive.

Guiding Principles:

- Build Safe Communities
- Commitment to Equity
- Community Response
- Shared Responsibility
- Trusting Relationships
- Value Our Youth



STRATEGIC FOCUS AREAS

1. Intervention

- ☐ Street outreach, crisis response, case management with wraparound services, tattoo removal, and workforce development

2. Prevention

- ☐ Increase access to pro-social activities and safe spaces for teens, youth engagement opportunities, access to preventative services for families, school readiness and engagement, and gun violence prevention

3. Communications, Outreach, and Education

- ☐ Parent education opportunities, trainings for partners, outreach to targeted neighborhoods and community at-large

4. Investment

- ☐ Pursue additional funding sources and ensure fiscal responsibility

5. Collaboration

- ☐ Build and maintain a sustainable organizational structure, regional collaboration, and shared measurement



YEAR 1 - INTERVENTION

1. Develop and launch the Safe Campus Intervention Program

- Based on model from San Jose presented at the 2023 Violence Prevention Seminar
- Crisis response and communications protocol aimed at preventing and deescalating incidents of violence on and around school campuses
- Trained intervention workers, including those with lived experience, are mobilized by schools at the first sign of conflict to engage, mentor, and case-manage at-risk and gang-involved youth
- These positions will also provide after school one-on-one case management and wraparound services to youth who are at-risk or gang-involved, as well as Boys Council and Girls Circle groups and pro-social activities
- We will work closely with each district, school administrators, counselors and restorative specialists – 14 middle schools and high schools in Santa Rosa



YEAR 1 - INTERVENTION

2. Develop and launch the Crisis Response Team and Hospital Based Intervention Program

- Modeled after programs from Oakland and San Jose
- Goal of the program is to reach victims of violence within 48 hours of admission to hospital to provide critical services that break the cycle of violence, reducing the likelihood of retaliation and ongoing community violence
- Intervention specialists will work closely with victims of violence and their families, linking them to services and resources including relocation assistance, mental health services, legal assistance, etc.
- The Partnership will also provide support to neighborhoods impacted by violence by bringing resources directly to them (via wellness popups)



YEAR 1 - INTERVENTION

3. Reestablish the Clean Slate Tattoo Removal Program

- Estimated relaunch of program is early Spring 2024
- Conducted research on costs associated with purchasing a machine versus working with a local clinic to provide the service

4. Reestablish relationships with agencies focused on workforce development programs and strategies

- Reengaged Circuit Riders, Conservation Corps of the North Bay, and Social Advocates for Youth
- Will incorporate Workforce Development into the next cycle of CHOICE funding



YEAR 1 - PREVENTION

1. Revise the CHOICE Grant Program to align with new strategic plan
 - Cycle XII Request for Qualifications will be released in April 2024
 - Focus will be on filling the gaps of the strategic plan that will not be implemented internally

2. Youth Engagement
 - Develop the Santa Rosa Teen Council model or a youth advisory board focused on community safety
 - Recruit and onboard 1-2 youth representatives for the VPP Policy Team



YEAR 1 - COMMUNICATIONS, OUTREACH AND EDUCATION

1. Plan and implement the 2023 Violence Prevention Awareness Seminar
 - Completed November 2, 2023 with 200 in attendance
 - Next seminar is scheduled for October 10, 2024 – planning is underway
2. Develop and implement a communications plan
 - Developed a social media schedule which includes staff highlights, partner spotlights, and upcoming and completed meeting and events
 - Working with CIRO to highlight upcoming meetings, events and program spotlights through City Connections and other City communication channels
3. Develop and implement ongoing community wellness popups to connect with neighborhoods impacted by violence
 - Hosted 3 last year – Bellevue Ranch, Corby, and Apple Valley
 - January 31 – Parent education event with wellness popup at Santa Rosa High School
4. Identify training needs for The Partnership and create a training schedule.
 - De-escalation training, mandated reporting training, and gang 101 training have been requested



YEAR 1 - COLLABORATION

1. Merge Multi-Disciplinary Assessment and Referral Team (MDART) back into Operational Team meetings
 - Completed
2. Restructure Policy Team meeting agendas to allow for community climate updates, partner presentations, and monitoring of strategic plan efforts
 - Completed
3. Reestablish Policy Team Steering Committee
 - Working with the Chair to identify committee members
4. Plan for the establishment of a Community Advisory Committee of the Policy Team
 - Not started yet – will include youth members and parents
5. Explore and develop additional partnerships with those not currently at the table
 - In process



YEAR 1 - INVESTMENT

1. Research and identify grant opportunities; apply as appropriate
 - Applied for 2 grants in 2023 – not funded
 - Continuing to look for additional funding opportunities

2. Conduct evaluation and report out to the community the results of CHOICE Cycle XI, Year 1
 - Report completed in October 2023 and presented to the Policy Team, Council's Public Safety Subcommittee, and City Council
 - Available for review on The Partnership's website



CHALLENGES TO IMPLEMENTATION

- Staffing is the primary challenge to implementation of the strategic plan, particularly for the intervention focus area.
 - Current staffing for street outreach includes 1 Limited-Term Wraparound Coordinator and 1 Limited-Term Community Outreach Specialist, with oversight from the Program Manager
 - Ideal staffing for SCIP, Crisis Response and Hospital-Based Intervention, and Tattoo Removal programs would be 2 additional full-time Community Outreach Specialists
 - This would allow each Specialist to carry a case load of 10-15 youth at one time, as well as provide after school support and pro-social opportunities
 - Wraparound Coordinator would continue to refer youth and families to outside services
- Other challenges include:
 - Limited funds for operational costs to run these programs
 - Large wait lists across Sonoma County for services



QUESTIONS?

