

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: CALUHA BARNES, DIRECTOR  
JASON CARTER, PROGRAM MANAGER  
OFFICE OF COMMUNITY ENGAGEMENT

SUBJECT: ACCEPTANCE OF THE CITY OF SANTA ROSA'S VIOLENCE  
PREVENTION PARTNERSHIP'S 2017-2022 STRATEGIC PLAN

AGENDA ACTION: MOTION

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RECOMMENDATION

It is recommended by the Office of Community Engagement that the Council, by motion, accept the City of Santa Rosa's Violence Prevention Partnership's 2017-2022 Strategic Plan.

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EXECUTIVE SUMMARY

The City of Santa Rosa's Violence Prevention Partnership (The Partnership) is presenting its 2017-2022 Strategic Plan (Plan) for acceptance by City Council after completing a comprehensive planning process from fall 2016 through summer 2017. The Plan addresses the findings from the 2016 Community Safety Scorecard and informs the investment of Measure O resources for violence prevention and intervention services for Santa Rosa youth and families. The pillars of new plan are to Invest, Lead, and Educate. These pillars reinforce collaborative efforts of the broad spectrum of partners committed to sharing responsibility and accountability for improving outcomes and prospects for Santa Rosa youth and by extension the overall safety of the community.

BACKGROUND

The Partnership (formerly known as the Mayor's Gang Prevention Task Force) is a collaborative effort of over 50 organizations representing multiple sectors of the community. The Partnership is a model of shared responsibility to strengthen youth and families and create safe neighborhoods through mobilizing and engaging parents, schools, community-based organizations, the faith community, business, government, and local law enforcement.

Housed within the Office of Community Engagement and largely funded by Measure O, The Partnership manages and administers a portion of the 20% allocation of Measure O funding for youth and gang violence prevention and intervention services, which includes management of the Executive Advisory Board, Steering Committee, Policy and Operational Teams, the Community Helping Our Indispensable Children Excel (CHOICE) grant program, the annual Gang Prevention Awareness Week, and the annual Parent Engagement Month. The Partnership also administers the Guiding People Successfully (GPS) program, made possible by funding from the Board of State and Community Corrections and partnerships with Sonoma County's Probation and Human Services Departments.

This third strategic plan for The Partnership reflects the continued investment in programs that promote pro-social behavior in youth and families and provide alternatives to gang involvement by supporting and collaborating with community organizations that align with The Partnership's mission - actively seeking innovative opportunities to support, educate, and raise awareness in the community of the collective efforts of The Partnership.

Accomplishments include:

- Over \$5 million invested in local community-based organizations and schools, serving nearly 30,000 youth and parents, since the inception of the **Measure O CHOICE Grant Program** in 2006.
- Since 2009, The Partnership has coordinated an annual **Gang Prevention Awareness Week**, a series of seven community engagement events to raise awareness and educate the community on collaborative efforts to reduce and prevent youth and gang violence.
- Through collaboration with partners, The Partnership launched **Parent Engagement Month** in 2017 with over 120 parents participating. Intended to be an annual event, the program provided four parent trainings in high need areas identified in the Community Safety Scorecard.
- Leveraging Measure O funds, The Partnership received three grants from the Board of State and Community Correction's California Gang Reduction, Intervention, and Prevention (CalGRIP) program totaling over \$2.3 million to bring evidence-based gang prevention, intervention, and re-entry programs to the City. Specifically, CalGRIP funding provided resources to enhance the referral system through the creation of the **Guiding People Successfully (GPS) Program** that provides wraparound, case management services for over 300 high-risk youth in the community.

#### PRIOR CITY COUNCIL REVIEW

N/A

## ANALYSIS

1. After the successful implementation of the 2012-2016 Strategic Plan, The Partnership launched a process in fall 2016 to develop a strategic plan for the period of 2017-2022. The Partnership released a Request for Solutions in August 2016 and selected Leap Solutions to lead the strategic planning process.
2. From fall 2016 through summer 2017, The Partnership undertook an extensive strategic planning process to revisit its mission, vision, and values to identify key strategies for the period 2017-2022. The strategic planning process included data gathering and analysis through surveys and focus groups with community members and partners, complemented by extensive research of evidence-informed practices and programming. With an emphasis on performance-based outcomes, this process, coupled with an analysis of previous strategic plan efforts and recommendations identified in the 2016 Community Safety Scorecard, informed the development of the new strategic plan. The Partnership's Steering Committee provided leadership and guidance to the effort, as did members of the Policy and Operational Teams.
3. Details of the 2017-2022 Strategic Plan are provided in Attachment A, with a summary provided below:

### A. The Mission, Vision, and Values:

- a. **Mission:** Strengthening youth and families to build safe communities by leading, mobilizing, and aligning our community resources.
- b. **Vision:** Safe and healthy youth connected to their families, schools, communities, and futures.
- c. **Values:**
  - i. Value Youth
  - ii. Support Families
  - iii. Collaborate with Partners
  - iv. Strive for Equity
  - v. Build Resilience

### B. Focus Areas:

- a. **Programs** – Prioritize and implement programs based on domain recommendations derived from the Community Safety Scorecard and validated through the strategic planning process.
- b. **Community Awareness** – Build community awareness through outreach and engagement strategies using a targeted, well-conceived communications plan.

- c. **Mobilizing & Aligning** – Continuously evaluate and assess relationships with internal and external partners with a focus on efficient alignment, leverage, and shared measurement.
- d. **Investment** – Ensure the strategic plan goals are reached through sustainable investment of Measure O and other funding sources.
- e. **Organizational Development** – Strengthen The Partnership's organizational structure to support the implementation of the strategic goals.

#### FISCAL IMPACT

Council acceptance does not have a fiscal impact on the General Fund or Measure O.

#### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

The City of Santa Rosa's Violence Prevention Partnership's Policy and Operational Teams unanimously adopted the 2017-2022 Strategic Plan at the annual joint meeting on August 9, 2017.

#### NOTIFICATION

N/A

#### ATTACHMENTS

- Attachment 1 – 2017-2022 Strategic Plan

#### CONTACT

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