

2023-2028 Violence Prevention Partnership Strategic Plan

Year 1 Implementation Plan

July 1, 2023 – June 30, 2024

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.

Year 1 Target Audience

- Youth between the ages of 12 and 24 years who are gang involved or impacted by violence, and their families
- Neighborhoods impacted by critical incidences of violence

STRATEGIC FOCUS AREA #1: INTERVENTION

Activity	Responsible Party	Timeline	Status
1. Develop and launch the Safe Schools Intervention Program. <ul style="list-style-type: none"> • 2-3 Outreach Specialists to deploy out to all SR middle schools and high schools on a weekly rotating basis • Outreach Specialists would work directly with school administration and restorative specialists to identify students in need of extra support and services, as well as assist with deescalating tensions on campus • Wraparound Coordinator would 	City of Santa Rosa VPP Santa Rosa City Schools Roseland Charter Schools Sonoma County Office of Education Community Matters	July 2023 – June 2024	Application submitted to the Bureau of Justice Assistance in May 2023 for STOP School Violence Program (\$1 million) – not funded If grant funding is not received, the City will look at other potential funding sources to pay for 2-3 limited-term staff to pilot this program for 2 years.

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<p>provide referral support, linking students and families to needed services</p>			
<p>2. Develop and launch the Crisis Response Team and Hospital Based Intervention Program</p> <ul style="list-style-type: none"> • 1 Community Violence Responder to respond to critical incidences of violence and to assist with de-escalation in community. Would work in partnership with the Outreach Specialists listed above in Activity 1. • Also includes hospital-based intervention services – victim support and resources along with de-escalation in waiting rooms following critical incident. 	<p>City of Santa Rosa VPP Santa Rosa Police Dept. Buckelew Programs Operational Team (assist with referrals) Family Justice Center Verity</p>	<p>July 2023 – June 2024</p>	<p>Application submitted to the CA Dept. of Social Services in July 2023 for CRISES Act Grant (\$2.5 million) – not funded</p> <p>If grant funding is not received, the City will look at other potential funding sources to fund work.</p>
<p>3. Reestablish the Clean Slate Tattoo Removal Program.</p> <ul style="list-style-type: none"> • Conduct research on operational requirements and machine pricing. • Conduct research on local clinics 	<p>City of Santa Rosa VPP Sonoma County Probation</p>	<p>August 2023 – December 2023</p>	<p>Currently exploring options between purchasing our own machine or contracting service to a local clinic(s). Expected launch date sometime in early Spring 2024.</p>
<p>4. Reestablish relationships with agencies focused on workforce development strategies, such as Social Advocates for Youth, Conservation Corps of the North Bay and others to bring back workforce development opportunities to intervention services.</p>	<p>City of Santa Rosa VPP – Program Manager Chop’s Teen Club Circuit Riders Conservation Corps</p>	<p>Ongoing</p>	<p>Program Manager has had initial conversations with staff from each organization. Next step is to incorporate workforce development strategies into CHOICE grant program.</p>

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STRATEGIC FOCUS AREA #2: PREVENTION

Activity	Responsible Party	Timeline	Status
CHOICE GRANT PROGRAM			
1. Revise the CHOICE Grant Program to align with the new strategic plan. <ul style="list-style-type: none"> a. Conduct community needs assessment b. Review current Request for Proposals (RFQ) document and compare to previous RFQs c. Conduct research of other similar grant programs d. Revise RFQ to align with new strategic plan strategic focus areas 	City of Santa Rosa VPP – Program Manager and CHOICE Program Coordinator Steering Committee	Sept. 2023 – March 2024	Timeline and deliverables for update have been created, with the goal of releasing Cycle 12 RFQ sometime next spring (date TBD). Staff currently developing RFQ language.
2. Disseminate CHOICE Cycle XII Request for Proposals.	City of Santa Rosa VPP	April – May 2024	Not started
3. Review and make CHOICE Cycle XII grant award selections.	Grant Review Team	June 2024	Not started
YOUTH ENGAGEMENT			
1. Develop the Santa Rosa Teen Council model. <ul style="list-style-type: none"> a. Develop plan for relaunch b. Engage youth to obtain feedback on youth engagement model c. Present to City Manager and City Council d. Recruit youth for first cohort e. Conduct strategic planning and training with first cohort f. Launch first cohort (Year 2) 	City of Santa Rosa VPP Other City departments, as they are identified Community Matters Chop’s Teen Club	July 2023 - June 2024	Program is in planning stage – staff is currently looking at two options. Option 1: Teen Council functions as a City board and must follow Brown Act requirements. Option 2: Functions as a program and teens are paid as interns. A proposal with both options

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	Evette Minor		has been developed and is being reviewed by City leadership.
2. Identify youth representative for Policy Team.	City of Santa Rosa VPP Policy Team	By June 2024	Not started

STRATEGIC FOCUS AREA #3: COMMUNICATIONS, OUTREACH, AND EDUCATION

Activity	Responsible Party	Timeline	Status
1. Plan and implement the 2023 Violence Prevention Awareness Seminar. a. Identify date and location b. Secure keynote speaker c. Secure other guest speakers d. Select workshop topics and secure presenters e. Plan for food and supplies	City of Santa Rosa VPP (lead) Planning committee: Ernesto Olivares SCOE Santa Rosa City Schools 4Cs Chop’s Teen Club Community Matters LandPaths	July – November 2023	COMPLETED Staff has begun planning for the 2024 seminar which is scheduled for October 10, 2024.
2. Create communications plan for the Violence Prevention Partnership	City of Santa Rosa – VPP in collaboration with CIRO	Sept. – Oct. 2023	Community Outreach Specialist working with CIRO rep. to develop plan.
3. Implement communications plan: a. Launch social media campaign b. Utilize City Connections newsletter c. Revise VPP website	City of Santa Rosa VPP (lead) Partners re-share	Beginning Oct. 2023 and ongoing	Social media campaign has begun with weekly partner spotlights, upcoming events, and staff spotlights.

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d. Annual report to community		throughout year	Strategic plan added to website.
4. Develop plan for ongoing community wellness popups in lieu of Violence Prevention Awareness Series (VPAS).	City of Santa Rosa VPP Chop’s Teen Club	Beginning Sept. 2023 and ongoing throughout year	Partnership staff working on developing a plan monthly community wellness popup series. Next pop-up: January 31, 2024 at Santa Rosa High School, in conjunction with parent education session.
5. Identify training needs for The Partnership and create a training schedule for Year 1.	City of Santa Rosa VPP Policy and Operational Team	Ongoing throughout the year	De-escalation and gang 101 trainings requested thus far.

STRATEGIC FOCUS AREA #4: INVESTMENT

Activity	Responsible Party	Timeline	Status
1. Research and identify grant opportunities; apply as appropriate.	City of Santa Rosa VPP	Ongoing throughout the year	Completed 2 grant applications since May 2023: <ul style="list-style-type: none"> • BJA STOP School Violence Program (federal) • CA Dept. Social Services CRISES Grant Pilot Program (state)

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2. Conduct evaluation and report out to the community results of CHOICE Cycle XI, Year 1.	City of Santa Rosa VPP CHOICE funded agencies	CHOICE Year 1 – Sept. 2023	COMPLETED
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STRATEGIC FOCUS AREA #5: COLLABORATION

Activity	Responsible Party	Timeline	Status
1. Merge MDART back into Operational Team meetings.	City of Santa Rosa VPP Operational Team	August 2023	COMPLETED – first official “merged” meeting to take place on Aug. 23, 2023.
2. Restructure Policy Team meeting agendas to allow for community climate updates, partner presentations and monitoring of strategic plan efforts.	City of Santa Rosa VPP – Program Manager and Chair	September 2023	COMPLETED
3. Reestablish the Policy Team Steering Committee.	Policy Team	By end of year 2023	Program Manager is working with Policy Team Chair to identify Steering Committee members.
4. Develop an evaluation plan for the Year 1 work plan.	Steering Committee	September 2023 – March 2024	Not yet started.
5. Plan for the establishment of a Community Advisory Committee of the Policy Team. Included will be youth representatives. a. Explore other city community advisory committees and steps taken to establish those.	City of Santa Rosa VPP – Program Manager and Chair Input from Policy Team	September 2023 – June 2024	Not yet started.

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<ul style="list-style-type: none"> b. Create application materials and review/selection process. c. Create committee’s scope and roles and responsibilities. d. Conduct recruitment for committee members. e. Review applications and conduct selection process. f. Committee to formally begin meeting in Year 2. 			
<p>6. Explore and develop partnerships with County of Sonoma, including Behavioral Health, Public Health, Human Services, and the Sheriff’s Office.</p>	<p>City of Santa Rosa VPP – Program Manager</p> <p>Policy Team members (assist)</p>	<p>Ongoing</p>	<p>Had initial meeting in May 2023 with Sonoma County Behavioral Health re: crisis response model.</p> <p>Had introductory meeting with Public Health staff in May 2023 – need to follow-up.</p>
<p>7. Explore and develop partnerships with Kaiser Permanente Santa Rosa Hospital, Memorial Hospital, Sutter Hospital, and local community clinics.</p>	<p>City of Santa Rosa VPP – Program Manager</p> <p>Policy Team members (assist)</p>	<p>Ongoing</p>	<p>Met with Santa Rosa Community Health Center in August 2023.</p>
<p>8. Build relationships with other Sonoma County cities.</p>	<p>City of Santa Rosa VPP – Program Manager</p>	<p>Ongoing</p>	<p>Not yet started.</p>