



**VIOLENCE PREVENTION PARTNERSHIP
2023-2028 STRATEGIC PLAN UPDATE**

CITY COUNCIL | OCTOBER 10, 2023

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Santa Rosa Violence Prevention Partnership

BACKGROUND

- Last plan adopted in 2017 (2017-2022)
- 4th Strategic Plan for Violence Prevention Partnership since inception in 2003
- Strategic planning process occurred from January – June 2023



PROCESS

- Hired consultant
- 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



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 AREA #1: INTERVENTION

1. Street Outreach
 - Includes a crisis response team, violence interrupters, tattoo removal and hospital-based intervention services.
 - Safe School Campus Intervention Program
2. Mental Health and Substance Abuse Support
 - Services for youth and families
3. Workforce Development
 - Job training and placement for teens and young adults
4. Diversion, Enforcement, and Reentry
 - Divert young people ages 12-24 from incarceration and reduce recidivism



STRATEGIC FOCUS AREA #2: PREVENTION

1. Pro-Social Opportunities and Safe Spaces

- Expand, increase and diversify pro-social and recreational opportunities for youth 13-17 and young adults
- Create access to safe spaces and facilities for teens

2. Youth Engagement

- Include youth in program development; increase outreach to youth and young adults about program offerings

3. Offer Preventative Services

- Mental health services; trauma informed approaches; including community in program design; commitment to equity to ensure access for all

4. School Readiness and Student Engagement

- Promote and support early childhood education opportunities and school/afterschool programming for TK-12 grade students

5. Gun Violence Prevention

- Advocate for and support community gun prevention efforts



STRATEGIC FOCUS AREA #3: COMMUNICATIONS, OUTREACH AND EDUCATION

1. Communications and Outreach Plan

- Build community awareness about The Partnership through outreach, training and engagement using a targeted, actionable communications and outreach plan.
- Leverage existing neighborhood networks to expand the reach of The Partnership

2. Education and Training Opportunities

- Maintain and expand annual community safety seminar or conference
- Identify and implement trainings for our partners to help improve their capacity to provide services.



STRATEGIC FOCUS AREA #4: INVESTMENT

1. Pursue Funding

- Pursue and maintain federal, state, and/or private funding opportunities for programs and services

2. Community Outcomes

- Identify and compile community outcome indicators to be shared and analyzed for key data that support and fund strategic decisions and placement of resources.

3. Fiscal Responsibility

- Continue to be a responsible steward of public funds by evaluating and monitoring programs funded through the Public Safety Sales Tax and grants.



STRATEGIC FOCUS AREA #5: COLLABORATION

1. Sustainable Organizational Structure

- Develop annual work plan and align Policy Team meetings to work plan
- Hire and retain culturally competent staff with a preference for bilingual/bicultural individuals and those with lived experience
- Maintain appropriate staffing levels
- Increase number of community voices on the Policy Team and create an advisory body comprised of those with lived experience

2. Regional Collaboration

- Build relationships and collaborate with the County and other local cities

3. Shared Measurement

- Build capacity to gather, share and analyze data that is used to direct programming and resources.



WHAT'S NEXT?

- Seeking funding for street outreach, school outreach and crisis response:
 - Application to Bureau of Justice Assistance's STOP School Violence Program (May 2023)
 - Application to California Department of Social Services' CRISES Act Grant Pilot Program (July 2023)
- Actively responding to critical incidences of violence in the community and working closely with youth impacted by recent gang violence, leveraging partnerships with community organizations
- Revising CHOICE Grant Program to align with strategic plan
 - New cycle will begin January 1, 2025
- Developing Santa Rosa Teen Council Model
- Launching communications and outreach plan
- Restructuring Policy and Operational Team meetings



QUESTIONS?

